



OMCA[®] Social Media Associate

Our Program

Digital marketers are in high demand in the job market, and the need for trained and experienced marketers is constantly expanding. Better yet, the field of digital marketing offers numerous opportunities for specialization so your workforce is sure to find an arena in which to shine.

In this course, students will learn how to build social marketing campaigns from start to finish. They'll master the different opportunities available, recognize when to use the different channels, and the best way to reach people on the go. By the time students complete this program, they'll be fully prepared to begin a career as a social media marketing focused digital marketer.

Certifying Exam:

OMCA[®] Certification Exam

Professional Credential:

Online Marketing Certified Associate (OMCA[®])



Labor Stats

Bureau of Labor Statistics reports a

41.2% Growth

in digital marketing careers for 2010-2020

Employment of market research analysts and marketing specialists, by area, May 2014

