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Acquire Advanced Interactive Marketing Skills

Take your company or career to a new level when you learn to harness emerging Web 2.0 technology to achieve better business results.

Be at the Forefront of Marketing's Future

Marketers today are confronted with a barrage of new and rapidly developing online channels for reaching prospects. But few know how to make the most of these interactive tools to achieve business success. A University of Washington certificate in Advanced Interactive Marketing can give you the skills required to conquer interactive marketing, for your company's growth...or your career's.

Rather than teach in-depth knowledge in any particular Web 2.0 tool, the program will focus on the importance of measurement, data-driven decision making and the social dynamics of user-generated media. You will become more familiar with a range of popular interactive marketing tools, including search engine optimization (SEO), blogs, pay-per-click campaigns, virtual communities and the next big thing. A real-life team project lets you put your new knowledge to work. In addition, you'll learn to:

- Create and execute comprehensive online marketing plans
- Measure and analyze online marketing performance
- Assess the effectiveness of your online marketing campaigns

Master Interactive Marketing While Working Full Time

The Advanced Interactive Marketing certificate program is designed to fit your busy work schedule. An intensive monthly Friday/Saturday format means you can master online marketing despite deadlines and travel schedules. Online modules allow you to study some of the material at your own convenience each month.

Fast Facts

"Forrester forecasts that interactive marketing spend will grow to \$61 billion by 2012, an increase driven by marketers who will leverage a distribution of channels rather than pour new spends into a single place. This maturing perspective on interactive channels coupled with technology advances will lead to a customer-centric future in which interactive technologies actually infuse all marketing efforts."

Forrester Research

Advanced Interactive Marketing Courses

The Advanced Interactive Marketing certificate program is divided into winter and spring courses, and an umbrella online course. All are required for the certificate.

Interactive Marketing Strategies and Methods (winter)

Navigate the marketing technology landscape, including macro trends like media consumption, user generated content and specific business strategies. Use the traditional marketing mix in terms of the online environment. Learn about making the business case, budgeting, promotion strategies and customer acquisition. The sales cycle and superior user experience will also be covered.

Interactive Marketing History and Trends (online)

Deepen your background and discover Web-based examples of topics to be expanded upon in class, such as the history of the Internet, marketing strategies, business strategies, the sales cycle and creative and compelling communications.

Interactive Marketing Campaigns and Protocols (spring)

Gain confidence in using Web analytics, measuring success by analyzing return on investment (ROI), and experiencing techniques for analyzing online marketing promotions. Customer loyalty and retention strategies using the Internet will also be covered. Teams will select projects with real companies and develop and present a solution to that company's interactive marketing needs.

About UW Extension

Learning through UW Extension gives working professionals the quality education that will take your career to the next level, whether you long for a promotion or a shift to a completely new field. All UW Extension programs are designed by UW faculty, industry experts and community leaders. To ensure you receive first-rate instruction, every UW Extension program must be approved by the corresponding University of Washington academic department. UW advisory boards are continually reviewing programs and updating the curriculum to meet the evolving demands of specific fields.

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Learn more about the program

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Attend an information meeting.

Interested in a certificate? You can ask questions and meet instructors and former students at these free meetings. For meeting dates, times and locations, please go to our Web site.

Questions? Ask away

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