

The background features a large, semi-transparent watermark of the University of the Cumberland logo, which includes a central tower with a dome and two circular windows, set against a dark blue background with faint cloud shapes at the bottom left.

Integrating Industry Certifications into Marketing Coursework

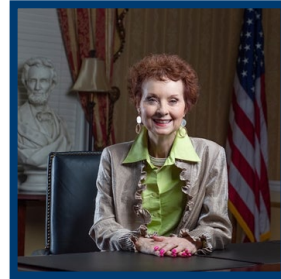
2022 IACBE Annual Conference

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Welcome and Introductions



Dr. Vonda Moore
Professor of Business Administration



Lois McWhorter
Chair of the Hutton School of Business



Dr. Stephanie Thacker
Assistant Professor of Business Administration



Dr. Maeghan Kuhn
Director of UOnline

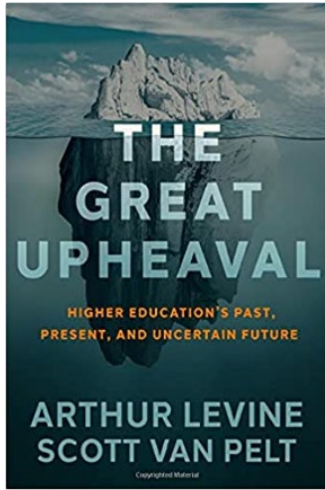
Presentation Topics

- Rationale for adding industry certifications
- Identification of applicable certifications for marketing coursework
- Feedback from students
- Assessment of student performance
- Integrating certifications into the LMS



RATIONALE FOR ADDING INDUSTRY CERTIFICATIONS

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The authors point out the following:

- ✓ Higher education is a period of transition
- ✓ It will be transformed just as it was during the Industrial Revolution
- ✓ Higher Education was building for the passing industrial era
- ✓ In the emerging economy, higher education works less well than it once did; some even say it is broken
- ✓ Higher Education will need to be refitted for the global, digital, knowledge economy; this process can be accomplished by renovating the existing institutions or replacing them.
- ✓ This change could be of such magnitude that it disrupts the existing institutions, making them obsolete.
- ✓ COVID-19 has only accelerated this transformation.
- ✓ The driving forces of this transformation are changing demographics, the rise of the knowledge economy, and advancing digital technology and globalization.

Google wants 20,000 Americans to have higher-paying jobs

Google's Career Certificate Fund is aimed at creating a sustainable model of support for American job seekers.

Google announced on Thursday that it will launch a \$100 million Google Career Certificates Fund in an effort to increase the wages of American workers. The fund, which was announced via video in tandem with the U.S. Secretary of Commerce Gina Raimondo, is anticipated to reach 20,000 people via Google Career Certificates.

The program is designed for students to pay zero upfront costs for the three to six-month courses, but Google certificate students are expected to repay program costs if they land a job that pays at least \$40,000 annually. While the exact amount of the monthly payments was not shared in the announcement, Google said it will be low no-interest payments for Social Finance to reinvest in the program for additional participants.



IDENTIFICATION OF APPLICABLE CERTIFICATIONS FOR MARKETING COURSEWORK

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Marketing Certifications

- Business departments in higher education are required to update and upgrade the curriculum to ensure that students are prepared for the careers of today.
- This requirement is particularly important in the ever-changing marketing discipline. As employers consider new hires, those individuals with certifications and other credentials are highly valued.

Certifications and Applicable Marketing Courses

| Class | Certifications |
|--|---|
| BADM 333 Business Analytics Core business course | Google Analytics IQ Certification: <ul style="list-style-type: none">• Google Analytics for Beginners• Advanced Google Analytics |
| BADM 430 Advertising Required course for Strategic Marketing emphasis | Google Ad Certification: <ul style="list-style-type: none">• Google Ads Search Certification• Google Ads Display Certification• Google Ads Video Certification• Shopping ads Certification• Google Ads Apps Certification• Google Ads Measurement Certification |

BADM 333

Business Analytics

Core business course

Google Analytics

Students complete two tutorial components as a part of this certification:

- **Google Analytics for Beginners**
Students will learn the basic features of Google Analytics including how to create an account, implement tracking code, analyze basic reports, and set up goals and campaign tracking.
- **Advanced Google Analytics**
Students will learn about advanced Google Analytics features including data collection, processing and configuration, and more complex analysis and marketing tools.



Google
Analytics

BADM 430
Advertising
Required course for Strategic Marketing emphasis



| Certification | Description |
|--|---|
| <u>Google Ads Search Certification</u> | Demonstrate your mastery of building and optimizing Google Search campaigns. Certified users will exhibit the ability to leverage automated solutions like Smart Bidding and Audience Solutions to boost campaign performance for specific marketing objectives. |
| <u>Google Ads Display Certification</u> | Validate your expertise using Google Display to deliver results that get the most from your display advertising investment. Certified users will demonstrate their ability to develop effective Display strategies and campaigns that achieve specific marketing goals. |
| <u>Google Ads Video Certification</u> | Showcase your ability to get results from YouTube and Google Video advertising solutions. Certified users will demonstrate an understanding of how to tell effective stories on YouTube to reach potential customers along the entire purchase journey at scale. |
| <u>Shopping ads Certification</u> | Validate your proficiency with using and optimizing Shopping ads. Certified users will also demonstrate knowledge of how to create and optimize Shopping campaigns that maximize reach and conversions. |
| <u>Google Ads Apps Certification</u> | Demonstrate your mastery of creating Google App campaigns to deliver business impact. Certified users will show they understand the fundamentals of campaign creation and advanced optimization strategies. |
| <u>Google Ads Measurement Certification</u> | Demonstrate your ability to measure and optimize digital ad performance using Google's measurement solutions. Certified users will show they understand the metrics that matter and can turn key insights into action to improve Google Ads performance and make an impact on their business. |

Certifications and Applicable Marketing Courses

| Class | Certifications |
|--|---|
| BADM 433 Services Marketing | <ul style="list-style-type: none">• HubSpot Sales Enablement• Service Hub Software (software)• Sales Management Training |
| BADM 435 Consumer Behavior | <ul style="list-style-type: none">• Introduction to HubSpot Marketing Software• HubSpot CMS for Marketing• Growth-Driven Design |
| BADM 451 Marketing Communications and Public Relations | <ul style="list-style-type: none">• Content Marketing• Inbound Marketing |
| BADM 455 Market Research | <ul style="list-style-type: none">• HubSpot Reporting• SEO (Search Engine Optimization)• Contextual Marketing |

BADM 455
Market Research
Required course for Strategic Marketing emphasis



Hub Spot Reporting

Students who complete this certification can expect to learn how to:

- Incorporate data driven decision making at your organization with the use of the HubSpot reporting tools.
- This certification course consists of eight lessons that discuss data literacy, and HubSpot reporting tools across the CRM, Marketing Hub, CMS Hub, Sales Hub, and Service Hub.

Example of Integrating Certifications into the Course Schedule

| Week | Chapter(s) | Signature Assessment (Industry Certification) |
|-------------|---|--|
| Week 1 | Chapter 1 The Role of Marketing Research Chapter 2 The Research Process and Ethical Concerns | Registration for HubSpot Reporting Certification |
| Week 2 | Chapter 3 Problem Formulation Chapter 4 Exploratory Research Chapter 5 Decision Support Systems: Introduction | Fundamentals of a Data- Driven Business |

Example of Integrating Certifications into the Course Schedule

| Week | Chapter(s) | Signature Assessment (Industry Certification) |
|-------------|--|---|
| Week 3 | Chapter 6 Decision Support Systems: Working with “Big Data” Chapter 7 Using External Secondary Data Chapter 8 Conducting Causal Research | Collecting Meaningful Business Data Managing Your Business Data in HubSpot |

Example of Integrating Certifications into the Course Schedule

| Week | Chapter(s) | Signature Assessment (Industry Certification) |
|-------------|--|--|
| Week 4 | Chapter 9 Collecting Descriptive Primary Data Chapter 10 Collecting Data by Observation Chapter 11 Collecting Data by Communication | Driving Growth with Attract Stage Reporting Unlocking the Power of Engage State Reporting |

Example of Integrating Certifications into the Course Schedule

| Week | Chapter(s) | Signature Assessment (Industry Certification) |
|-------------|--|--|
| Week 5 | Chapter 12 Asking Good Questions Chapter 13 Designing the Data Collection Form for Communication Data Chapter 14 Developing the Sampling Plan | Creating Momentum with Delight Stage Reporting Creating Custom Reports in HubSpot |

Example of Integrating Certifications into the Course Schedule

| Week | Chapter(s) | Signature Assessment (Industry Certification) |
|-------------|--|--|
| Week 6 | Chapter 15 Data Collection: Types of Error and Response Rate Calculation Chapter 16 Data Preparation for Analysis Chapter 17 Analysis and Interpretation: Individual Variables Independently | Designing Compelling HubSpot Dashboards |

Example of Integrating Certifications into the Course Schedule

| Week | Chapter(s) | Signature Assessment (Industry Certification) |
|-------------|---|--|
| Week 7 | Chapter 18 Analysis and Interpretation: Multiple Variables Independently Chapter 19 The Oral Research Presentation Chapter 20 The Written Research Report | Complete Certification Exam |
| Week 8 | Course Wrap-Up | |

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FEEDBACK FROM STUDENTS

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Do you believe the Google Analytics certification will improve your marketability in the job market?

90% Strongly Agree or Agree

5% Neutral

5% Disagree or Strongly Disagree

6 sections of BADM 333; 159 students surveyed

Do you plan to add this certification to your list of Verified Credentials on your LinkedIn Profile?

91% Yes

9% No

6 sections of BADM 333; 159 students surveyed

Testimonials



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Other Certifications: New Course in Digital Marketing



Students complete the following tutorial components as a part of this certification:

- **Twitter Video Formats**

Video on Twitter is growing exponentially. In this section, students will see how video is changing the way advertisers create content on Twitter, what types of video products Twitter offers, and how those ads can be used to share your message with the world.

- **Creating Videos for Twitter**

Content is king. Especially with video. In this section, students will see why good video creative matters, how to optimize your video creative for Twitter's feed, and how Twitter's in-house teams can help you create content with thumb-stopping power.

- **Launching a Twitter Video Ad Campaign**

Video is a great way to grow your reach on Twitter. In this section, students will see how to create Promoted Video campaigns, take over the timeline with a First View campaign, and how to get started with In-Stream Video Ads and Sponsorship campaigns.

Other Certifications: Integrated Studies Class Business Communications

Email Marketing Course: Get Certified in Email Marketing

FREE Certification Course

Learn how to build an email marketing strategy that is human and helpful and builds trust with your contacts.



ASSESSMENT OF STUDENT PERFORMANCE

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Are students passing
the certification exams?

Yes.

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Are students passing
the certification exams?

YES!

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INTEGRATING CERTIFICATIONS IN THE LEARNING MANAGEMENT SYSTEM (LMS)

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BADM 333 Business Analytics Example



Register for the Google Analytics Beginners Course in Analytics Academy

For this assignment, you must register for the Google Analytics Beginners Course in Analytics Academy. Registration is free, but you will need to create a Google (Gmail) account. Once you click on the below link, you will be prompted to log in to your Gmail account if you are not already logged in. If you have a Gmail account, please ensure your account name is updated to reflect your First and Last Name for certification purposes.

[Google Analytics Academy](#)

Please submit documentation showing that you have successfully registered for the Google Analytics Beginners Course in Analytics Academy to this dropbox. A screenshot of your registration confirmation email will suffice. This email may be found in your Inbox, Spam, Junk, or Other folder.

NOTE: You are not required to proceed with completing the course. At this time, you only need to register for the course itself.

Week 2 Learning Materials

Learning Materials

1. [Week 2 - Google Analytics for Beginners.pptx](#)
2. [Google Analytics for Beginners](#)



Google Analytics for Beginners

Attached Files: [How to Create a PDF Copy of your Google Analytics Certificates.pdf](#) (165.123 KB)

In order to remain on track towards successful achievement of Google Analytics IQ certification, complete the Google Analytics for Beginners tutorial.

Unit 1: Introducing Google Analytics

- Lesson 1: Why digital analytics?
- Lesson 2: How Google Analytics works
- Lesson 3: Google Analytics setup
- Lesson 4: How to set up views with filters

Unit 2: The Google Analytics Interface

- Lesson 1: Navigating Google Analytics
- Lesson 2: Understanding overview reports
- Lesson 3: Understanding full reports
- Lesson 4: How to share reports
- Lesson 5: How to set up dashboards and shortcuts

Unit 3: Basic Reports

- Lesson 1: Audience reports
- Lesson 2: Acquisition reports
- Lesson 3: Behavior reports

Unit 4: Basic Campaign and Conversion Tracking

- Lesson 1: How to measure Custom Campaigns
- Lesson 2: Tracking campaigns with the URL Builder
- Lesson 3: Use Goals to measure business objectives
- Lesson 4: How to measure Google Ads campaigns
- Lesson 5: Course review and next steps

Once you complete Google Analytics for Beginners, please download and submit a PDF copy of your certificate of completion. Attached are instructions on how to create a PDF copy of your certificate.

BADM 430 Advertising Example



Google Ads Display Certification

In order to remain on track towards successful achievement of the Google Ads certifications, complete the Google Ads Display Certification at the following link: [Google Ads Certifications](#).

The Google Ads Display course validates your expertise using Google Display to deliver results that get the most from your display advertising investment. Certified users will demonstrate their ability to develop effective Display strategies and campaigns that achieve specific marketing goals.

By earning the Google Ads Display Certification, Google recognizes your ability to:

- Translate a vision for online marketing into a coherent digital marketing strategy
- Develop a Google Display strategy with wider company marketing plans
- Generate a plan to increase awareness, consideration, action and retention using Google Display
- Develop a plan to reach new and existing customers with Google Display Audiences
- Ensure Display marketing plan is in alignment with digital marketing budget

Once you complete the Google Ads Display Certification, submit your certificate of completion to this dropbox in PDF format.



Google Ads Search Certification

In order to remain on track towards successful achievement of the Google Ads certifications, complete the Google Ads Search Certification at the following link: [Google Ads Certifications](#).

The Google Ads Search Certification demonstrates your mastery of building and optimizing Google Search campaigns. Certified users will exhibit the ability to leverage automated solutions like Smart Bidding and Audience Solutions to boost campaign performance for specific marketing objectives.

By earning the Google Ads Search Certification, Google recognizes your ability to:

- Translate a vision for online marketing into a coherent digital marketing strategy
- Develop a Google Search strategy with wider company marketing plans
- Generate a plan to increase leads, sales or web traffic using Google Search
- Develop a plan to reach new and existing customers with Google Search Audiences
- Ensure your Search marketing plan is aligned with your digital marketing budget

Once you complete the Google Ads Search Certification, submit your certificate of completion to this dropbox in PDF format.



Google Ads Measurement Certification

In order to remain on track towards successful achievement of the Google Ads certifications, complete the Google Ads - Measurement Certification at the following link: [Google Ads Certifications](#).

The Google Ads - Measurement Certification demonstrates your ability to measure and optimize digital ad performance using Google's measurement solutions. Certified users will show they can understand the metrics that matter and can turn key insights into action to improve Google Ads performance and make an impact on their business.

By earning the Google Ads - Measurement Certification, Google recognizes your ability to:

- Translate your marketing objectives into measurable actions
- Set up tracking to effectively measure sales, app downloads/installs, and/or leads
- Understand how to analyze and action on insights from your conversion tracking data
- Choose the right attribution model for your business goals

Once you complete the Google Ads Measurement Certification, submit your certificate of completion to this dropbox in PDF format.

BADM 435 Consumer Behavior Example



[HubSpot Academy](#) ✓



[Industry Certification W3 Activities](#) ✓

After you log in to the Growth-Driven Design certification course in HubSpot Academy, review and complete the following segments:

Creating a Growth-Driven Design Tool Stack
27 minutes; 2 videos

Conduct User Research
30 minutes; 3 videos

After you complete these segments, share your progress via this dropbox. In sharing your progress, identify how you did on the quizzes and any questions/problems you encountered.

These activities should be completed by Sunday at 11:00 p.m.



[HubSpot Academy](#) ✓



[Industry Certification W7 Activities](#) ✓

After you log in to the Growth-Driven Design certification course in HubSpot Academy, complete the certification exam. You have one (1) hour to complete the exam.

Once the exam is completed, share a screenshot of the certificate via this dropbox.



HubSpot



BADM 431 Entrepreneurship Example



Final Exam

Instructions: For the final exam you will be taking the CertiPort Entrepreneurship and Small Business Administration certification practice exam. In order to take the test you need to go to www.gmetrix.net register for an account or use an existing login through Google or Microsoft.

To take the test, log in to the Student Portal at www.gmetrix.net and enter the access code that your instructor will provide to you via email.

Once you login, select the **Entrepreneurship and Small Business Administration** practice test.

You have three chances to take the exam. After you receive a passing score, please submit the score report or a screenshot.

Course Management Process

- Structure of UC Online and the management of online undergraduate courses
 - Director of UC Online
 - Instructional Design
- Master Course Model
- Faculty Credentialing

The logo of the University of the Cumberlands is a stylized, monochromatic red tower with a dome and a spire, positioned in the center of the slide. The tower has a square base with two circular windows, a smaller square section above with two more circular windows, and a large dome topped with a spire. The background is a solid red color with some faint, abstract shapes in the bottom left corner.

Questions?

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