

Specialization

Content Marketing and Campaigns

This specialization develops practical skills in content strategy, storytelling, and integrated campaign planning to build brand visibility and audience engagement across digital and social channels. The Content Marketing and Campaigns specialization consists of one prerequisite course and three required courses.

Total Units: 6 (not including prerequisite course)

Learning Outcomes

- Develop compelling content strategies for digital and social channels.
- Leverage AI-enabled tools to support content creation and distribution.
- Plan and execute integrated marketing campaigns that build brand and customer engagement.



Courses may have prerequisites; review the course page before enrolling. A checkmark indicates the course is typically offered during that term. *

Prerequisite Course

2 Units | 1 Course

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
Customer-Driven Marketing: Principles and Practice MKTG.X400	2.0	✓	✓	✓	✓

Required Courses

6 Units | 3 Courses

COURSE NAME & NUMBER	UNITS	FALL	WINTER	SPRING	SUMMER
AI Tools for PR, Media, and Campaign Communications MKTG.X402	2.0		✓		
Strategic Digital Marketing & Integrated Campaign Planning MKTG.X419	2.0		✓		✓
AI Applications and Tools for Marketers MKTG.X420	2.0	✓		✓	

Completion Review

Once all certificate requirements have been met and your final grades are posted, please access your Student Portal to enroll in the "[Specialization in Content Marketing and Campaigns Completion Fee](#)" to begin the review process. Please allow 5-8 weeks to receive your certificate.