

Specialization

Digital and Customer Experience Marketing

This specialization develops practical skills in CRM systems, digital marketing strategy, and customer experience design to strengthen customer relationships across the customer lifecycle. The Digital and Customer Experience Marketing specialization consists of one prerequisite course and three required courses.

Total Units: 6 (not including prerequisite course)

Learning Outcomes

- Understand the role of CRM and digital platforms in shaping customer experience.
- Apply strategies for customer acquisition, retention, and engagement.
- Design integrated campaigns that connect digital channels with customer relationship strategies.



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
Customer Acquisition Planning and Growth Tactics MKTG.X405	2.0		✓		✓
CRM Implementation and Customer Experience Strategy MKTG.X407	2.0	✓		✓	
Strategic Digital Marketing & Integrated Campaign Planning MKTG.X419	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 Digital and Customer Experience Marketing Completion Fee](#)" to begin the review process. Please allow 5-8 weeks to receive your certificate.