



7 Courses

The Digital Marketing Revolution

Marketing in a Digital World

Digital Marketing Analytics in Theory

Digital Marketing Analytics in Practice

Digital Marketing Strategy: Navigating Emerging Media and AI

Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World

Digital Marketing Capstone



Oct 9, 2025

MOHAMMAD REZAALI

has successfully completed the online, non-credit Specialization

Digital Marketing

This Specialization covers the concepts, tools, and techniques you need to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns.

Aric Rindfleisch, John M. Jones Professor of Marketing; Kevin Hartman, Head of Industry at Google; Mike Yao, Interim Head of the Charles H. Sandage Department of Advertising and Associate Professor of Digital Media; Vishal Sachdev, Director of Illinois MakerLab

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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