OMCP® Paid Search Professional (Voucher Included)

CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO

Professional and
Continuing Education

In the OMCP® Paid Search Professional Program, you'll gain a comprehensive overview of online marketing, and develop a solid understanding of not only how each discipline works, but how the disciplines relate to each other. You will also receive a comprehensive Pay Per Click (PPC) and Conversion Optimization training. The program incorporates the latest trends and tips in Display Advertising and includes a specialized training in paid social media advertising in which you'll explore the advertising opportunities of Facebook, YouTube and other top social media channels.

Who Should Attend

Business owners looking to enhance their online business, those who want to become a Pay Per Click (PPC) consultant or work in the PPC marketing department of a corporation, or those wanting to enter the field of Paid Search Marketing.

Skill Sets

- Explain how each discipline works, and how the disciplines work together
- Plan, create, launch and evaluate the effectiveness of Paid Search marketing campaigns
- Define what conversion means in the context of your business model and goals
- Test multiple landing page layouts and concepts and evaluate the results
- Know when and how to take advantage of the advertising opportunities of top social media channels

Requirements

Must have access to a computer, Internet (high-speed Internet access is recommended) and an active e-mail account. Windows Media Player, Adobe Flash Player and Adobe Acrobat Reader are also required for this program.

Training Time

180 hours, 9 months

Certificate Completion

Upon successful completion of the program, you will earn a certificate of completion.

Delivery Format

- The entire program is offered online
- Start anytime during the quarter
- Complete it from the convenience of your home and on your schedule
- Progress at the pace that matches your learning style

For more information, contact the PACE Program staff at (909) 537-5976, or email *pace@csusb.edu*.

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PAY PER CLICK