

# i M S M DIGITAL MARKETING

Master's in Management Online  
from Gies College of Business  
at the University of Illinois 2020

Motivated by the challenges in Digital Marketing

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## MARKETING ANALYTICS IN THEORY

**Calificación obtenida 88.0%**

Analytics, Digital Marketing,  
Marketing Analytics, Marketing  
Performance Measurement  
And Management  
<https://bit.ly/2ZTgkrb>

## DIGITAL MEDIA AND MARKETING PRINCIPLES

**Calificación obtenida 92.06%**

Mobile Marketing, Social  
Media, Digital Marketing,  
Marketing Channel  
<https://bit.ly/2ZMzTS8>

## MARKETING ANALYTICS IN PRACTICE

**Calificación obtenida 84.0%**

Data Analysis, Data  
Visualization (DataViz),  
Marketing Analytics,  
Marketing Performance  
Measurement And  
Management  
<https://bit.ly/2ZenrLT>

## DIGITAL MEDIA AND MARKETING STRATEGIES

**Calificación obtenida 91.3%**

Mobile Marketing,  
Social Media,  
Planning,  
Digital Marketing

<https://bit.ly/2ZMA67S>

## MARKETING IN A DIGITAL WORLD

**Calificación obtenida 86.05%**

Digital Marketing,  
Marketing,  
Pricing Strategies,  
Marketing Mix,  
Product Strategies

<https://bit.ly/39E3pOF>

## MARKETING IN AN ANALOG WORLD

**Calificación obtenida 95.06 %**

Digital Marketing

<https://bit.ly/3jFSGHT>

