



Graduate
Business
School



Professional Programs

Digital Marketing Bootcamp

Develop the digital marketing skills that are most currently in demand in today's job market. Learn the core practices, tools and techniques needed to successfully promote your products or services in today's digital marketplace. Leverage the power of digital channels and social media to take your marketing campaigns to the next competitive level. Whether you are interested in getting a new job, running your company, or advancing your career, our Digital Marketing Bootcamp is right for you.

Target Audience

This bootcamp is designed for everyone interested in either studying digital and social media marketing or working in the field. Whether you run your own small business or want to begin your professional career in digital marketing, this bootcamp will help you develop the necessary skills to set up, run, and measure effective digital marketing campaigns across a variety of digital and social media channels. This bootcamp will be of special interest to:

- Beginning or aspiring marketing professionals who want to succeed in today's digital world.
- Marketing professionals who want to expand their skillset into the areas of digital, social media, and content marketing.
- Professionals pursuing new careers opportunities in digital marketing or social media management.
- Entrepreneurs or start-up founders who want to establish or improve their digital marketing presence to help drive business success.
- Small business owners who want to leverage the power of digital channels and social media to spread their message and grow their business.

Learning Outcomes

- Establish or improve your digital and social media marketing presence.
- Plan, execute and evaluate a digital marketing strategy.
- Assess and determine the best choice of digital channel (search and social) for a campaign.
- Craft impactful content and memorable messages.
- Monitor and evaluate the effectiveness of your digital marketing campaign using data analytics and key metrics.

Topics Covered

- Digital marketing strategy
- Search and Display Ads
- Digital Channels and Social Media (Google, Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Content Marketing
- Search Engine Optimization (SEO)
- Email Marketing
- Data Analytics



Instructional Methods

This bootcamp combines practical skills and theoretical knowledge to help you develop the skills to devise and implement impactful digital and social media marketing strategies and campaigns. The workshop takes a hands-on approach to learning, providing opportunities for real-world application of the tools and techniques covered in class. Prerequisites:

- Basic computer skills are necessary.
- Familiarity with social media would be advantageous but is not essential.

Contact hours: 24 (three days) / Cost: \$600

Instructor



Dr. Karla Gonzalez is an instructor at the Graduate School of Business of the University of Puerto Rico at Rio Piedras. She has degrees in International Business Administration, Technology Management, and Continuing Education & Training Management. She is also a certified Project Management Professional (PMP) from the Project Management Institute (PMI). In addition to her teaching, Dr. Gonzalez plays an active leadership role in the Distance Education Office at the University of Puerto Rico. Throughout her professional career, she has led and coordinated multiple Information Technology projects in a variety of industries, including telecommunications, retail, and higher education. Her professional interests lie at the intersection of technology, education, and business.