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City Colleges of Chicago Partners with Facebook to Offer Digital Marketing Certificate to Meet Industry Need

In an ongoing effort to ensure Chicagoans have access to innovative and in-demand learning opportunities, Harold Washington College, one of the City Colleges of Chicago, has partnered with Facebook to create a digital marketing continuing education certificate.

According to the CMO Survey, 44 percent of all marketing expenditure in the U.S. goes to digital marketing—a number that is growing every year and that is creating a demand for professionals with a specific set of skills. On average, the number of marketing job postings that call for digital skills nearly doubled between 2011 and 2016, according to Burning Glass Technologies.

Recognizing this demand for digital marketing professionals, Harold Washington College will offer the digital marketing certificate starting July 29th. Designed for working adults, the program consists of six courses, each of which is four-weeks long, and is delivered through a combination of online and on-campus classes. Students who successfully complete the program will earn a Digital Marketing Certificate in just 24 weeks. Scholarships are available.

“This is a program for anyone who wants to get a solid introduction to the digital marketing world without having to be a full-time undergraduate student,” said Ignacio Lopez, president of Harold Washington College. “There is a strong need for employees already in the field to grow their knowledge in a skill set that is growing more prevalent every day.”

The courses were designed with input from digital marketing professionals from a variety of industries and roles, and include up-to-date tools and best practices. The project-based learning approach also ensures that by the end of the course, students will have built their own digital marketing plan to add to their portfolio.

Harold Washington College is one of over 20 other community colleges that Facebook is working with as a part of the company’s goal to train people and small businesses across the U.S. in digital skills.

To enroll and learn more, call 773-COLLEGE or visit the following page for instructions on how to get started: www.ccc.edu/digitalmarketing.

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