

Industry Recognized Certifications

Are you considering integrating an industry-based certification or credential into your course? Below are several options for you to explore that can significantly benefit students' job opportunities post-graduation. These certifications will complement the content covered in Mujo's **Online Marketing Fundamentals** and **Social Media Marketing** books, but may necessitate additional learning tailored to the specific skills tested in each certification.

For further details on each certification, please refer to the links provided below. Each certificate includes learning resources designed to aid your students in successfully passing their exams.

Free Certifications

[Google: Fundamentals of Digital Marketing](#)

Master the basics of digital marketing with our free course accredited by Interactive Advertising Bureau Europe and The Open University. There are 26 modules to explore, all created by Google trainers, packed full of practical exercises and real-world examples to help you turn knowledge into action. On completion of this course you will earn an award to add to your public Skillshop and LinkedIn profiles to showcase your new skills.

[Google Ads Search Certification](#)

By earning the Google Ads Search Certification, Google recognizes your ability to: Translate a vision for online marketing into a coherent digital marketing strategy, Develop a Google Search strategy with wider company marketing plans, Generate a plan to increase leads, sales or web traffic using Google Search, Ensure your Search marketing plan is aligned with your digital marketing budget

[Hubspot Academy: Social Media, Digital Marketing, AI Marketing, and More](#)

Grow your career and your business by completing free certifications and adding industry-recognized badges to your LinkedIn profile. Explore all topics available on Hubspot Academy website.

Paid Certifications

(cost vary; check links below for updated prices)

[Hootsuite Academy Social Media Marketing Certification](#)

By taking this course you'll develop foundational social marketing skills to grow followers, engagement, and business results. Designed and produced in consultation with social media marketing strategists and practitioners, our industry-recognized Social Media Marketing Certification Course give marketers practical skills they can implement and start seeing results right away.

[Meta Certified Digital Marketing Associate](#) ** Available to take through [Certiport](#)

Digital Marketing Associates understand the value that advertising on Meta technologies can deliver for businesses, and they can use foundational tools to build campaigns. Meta provides study content and learning modules to successfully complete this exam.