



6 Courses

What is Social?

The Importance of Listening

Engagement & Nurture
Marketing Strategies

Content, Advertising &
Social IMC

The Business of Social

Social Marketing Capstone
Project



Aug 16, 2023

Şenol Ersöz

has successfully completed the online, non-credit Specialization

Social Media Marketing

an online, non-credit program offered by Northwestern University

Professor Randy Hlavac
Medill School of
Journalism, Media,
Integrated Marketing
Communications
Northwestern
University

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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