



7 Courses

The Digital Marketing Revolution

Marketing in a Digital World

Digital Marketing: Customer Engagement Strategy

Digital Marketing: Platforms, Data, and Technologies

Digital Marketing Strategy: Navigating Emerging Media and AI

Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World

Digital Marketing Capstone



Mar 28, 2026

Refaat Elbially Farouk Elbially

has successfully completed the online Specialization

Digital Marketing

This Specialization covers the concepts, tools, and techniques you need to both communicate with customers in a systematic and integrated way using multi-media channels and to create effective targeted promotional campaigns.

Aric Rindfleisch, John M. Jones Professor of Marketing; Kevin Hartman, Head of Industry at Google; Mike Yao, Interim Head of the Charles H. Sandage Department of Advertising and Associate Professor of Digital Media; Vishal Sachdev, Director of Illinois MakerLab

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