



4 Courses

Customer Value, Acquisition,
and Retention

Selecting the Right
Customer & Channel

AI in Digital Marketing

Digital Marketing Capstone



Sep 18, 2025

Mubashir Ali

has successfully completed the online, non-credit Specialization

Advanced Digital Marketing

In this specialization, learners developed and honed vital skills for today's dynamic workforce, focusing on Customer Value, Acquisition, and Retention, Selecting the Right Customer & Channel, AI in Digital Marketing, and the Digital Marketing Capstone. Throughout the program, learners mastered techniques to maximize customer lifetime value, strategically identify and target optimal customer segments and channels, and leverage AI to enhance marketing initiatives. The capstone project enabled them to apply their knowledge in real-world scenarios, further refining softer skills such as strategic problem-solving, and analytical thinking, preparing them to excel in the ever-evolving digital marketing landscape.

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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