

For Immediate Release:

University of San Francisco Sets New Standard for Internet Marketing Training Online With Advanced Specialized Courses in Web Analytics and Social Media

New Certificate Courses Help Professionals Expand Their Expertise in Two of Interactive Marketing's Most In-Demand Disciplines – 100% Online

TAMPA, Fla., September 3, 2009 – Solidifying its reputation as the leader in online [Internet marketing training](#), the University of San Francisco (USF) has supplemented its core Internet marketing master certificate program with two new advanced specialized certificates. These eight-week online courses offer a more intensive exploration of key digital marketing disciplines, empowering marketers with enhanced skills and broader knowledge of *Advanced Web Analytics* and *Advanced Social Media*. Like all of USF's online offerings, the new web analytics and social media courses are led by practicing, real-world professionals who are among today's foremost interactive marketing experts.

"The industry places a tremendous emphasis on web analytics because it enables organizations to quantify the success of their Internet marketing efforts. However, it's important to realize that effective analytics is not just about choosing the right software or vendor," said USF online faculty member and web analytics expert Joe Laratro. "Recent findings show that companies are shifting their analytics spending from technology, which decreased from 45% to 38%, to internal staff, which increased from 36% to 42%.* This reflects a growing understanding that even the best data is meaningless without properly trained staff to interpret it."

Laratro noted that USF's [web analytics training](#) is unique in that it goes beyond the platform and teaches students to master the discipline. "Analytics tools will continue to change in the years and decades ahead. That's why we focus on core principles and techniques that will remain constant over time."

Social networks have also proven to be an effective way to gauge – and achieve – Internet marketing success, offering unlimited opportunities for feedback, promotion, brand-building and monetization. "If you aren't listening to and participating in the conversations that take place in the social media realm, you won't know when your brand is succeeding or faltering – and you won't be able to react quickly to customer comments or concerns," explained USF instructor and social media expert Christopher S. Penn. "Our [social media training](#) shows students how to leverage this powerful word-of-mouth platform and reap substantial benefits. They'll learn how to use social networks to promote their product or business, manage and protect their brand, generate revenue, establish authority ... the list goes on."

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* "Online Measurement and Strategy Report 2009"; published by Econsultancy, June 2009.

Registration is now open for both of USF's new advanced specialized certificate courses. *Advanced Social Media* classes will begin November 1, while *Advanced Web Analytics* classes will commence December 1. Upon completion of each eight-week course, students will receive a framed certificate from the University of San Francisco's School of Business and Management.

For more details on USF's online social media and web analytics courses – as well as its end-to-end Internet marketing training program – call 800-436-1713 or visit www.USanFranOnline.com. Agencies and marketing departments can learn about corporate training solutions, customization options and agency/group discounts at www.InteractiveMarketingTraining.com.

About the University of San Francisco

Acclaimed as one of America's best universities by [U.S. News & World Report](#), the University of San Francisco has earned a reputation for academic excellence that dates back to its founding in 1855. It is committed to becoming internationally recognized as a premier Jesuit Catholic, urban university with a global perspective. USF's online programs are offered through its School of Business and Management, which includes the Masagung Graduate School of Management and the McLaren Undergraduate College of Business.



About University Alliance Online

The [University Alliance](#) (UA) facilitates the promotion and online delivery of associate's, bachelor's and master's degrees as well as professional certificate programs from the nation's leading traditional universities and institutions. Powered by UA's technology and support services, our university partners have surpassed 300,000 online enrollments — making UA the largest facilitator of e-learning in the country.

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