



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



12/05/2016

**Michael Lubofsky**

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

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