

For Immediate Release:

The University of San Francisco to Launch its Online Advanced Specialized Certificate Courses in Email and Affiliate Marketing at ad:tech San Francisco 2010

USF's New Internet Marketing Courses are First of Their Kind and Only Advanced Specialized Certificates Offered 100% Online by Nationally Ranked University

TAMPA, Fla., April 16, 2010 – Following the successful launch of its advanced specialized certificate courses in social media and web analytics, the University of San Francisco (USF) continues to proactively address the needs of today's [interactive marketers](#) with the introduction of Advanced Email Marketing and Advanced Affiliate Marketing training at ad:tech San Francisco 2010.

Considered the largest gathering of online marketers, this year's ad:tech conference will be held in the hotbed of interactive activity minutes away from USF's historical campus. From April 19 – April 21, 2010 in San Francisco's Moscone Center North, attendees can learn more about USF's first and only 100% online Internet marketing certificate courses, which offer an intensive exploration of today's most profitable Internet marketing practices.

Each of USF's eight-week, online [Internet marketing courses](#) empower professionals with enhanced skills, expanded knowledge and respected credentials from a *U.S. News & World Report*-ranked best national university.

Like USF's core Master Certificate in Internet Marketing program, the new advanced specialized certificate courses in social media, web analytics, affiliate and email marketing, are led by practicing, real-world experts who are among today's foremost interactive marketing leaders.

This dynamic online [Internet marketing training](#) program covers all facets of digital marketing, including website usability, Web 2.0, Search Engine Optimization (SEO), Pay Per Click (PPC), Internet law, media buying, web analytics, viral marketing, affiliate Internet marketing and social media, and much more. Each Internet marketing e-learning course builds upon the last in a step-by-step progression, providing students with new skills they can apply immediately on the job.

"There's a tremendous opportunity for both organizations and individuals to take advantage of Internet marketing," said USF online program faculty member and internet marketing expert Joe Laratro. "These courses will help students learn to develop, implement and evolve integrated online strategies that will maximize marketing budgets and make a real impact in a virtual world."

Register online at www.USanFranOnline.com/adtechSF10* or visit USF's ad:tech San Francisco **booth #6081** for a chance to win an online Internet Marketing course valued at up to \$2,480!

For more details on the University of San Francisco's end-to-end Internet marketing training program – visit www.USanFranOnline.com or call **800-436-1713**. Agencies and marketing departments can learn about USF's corporate interactive marketing and training solutions, customization options and agency/group discounts at www.InteractiveMarketingTraining.com.

About the University of San Francisco

Ranked as a best national university 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 Professional Studies, which includes the Masagung Graduate School of Management and the McLaren College of Business.

About University Alliance Online

The [University Alliance](http://www.UniversityAlliance.com) (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.

**Subject to verification of eligibility. Restrictions apply. See official rules for entry details and eligibility restrictions at the event or visit www.usanfranonline.com/adtechsf2010. No purchase necessary.*

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