

For Immediate Release:

The University of San Francisco and the Interactive Advertising Bureau Partner to Provide Comprehensive Online Internet Marketing Education

USF's industry first 100% online Master Certificate in Internet Marketing program enhances IAB's Professional Development training offered to member companies

TAMPA, Fla., June 16, 2010 – The University of San Francisco (USF) and the Interactive Advertising Bureau (IAB), an organization dedicated toward the growth of the interactive advertising marketplace, recently announced that they have entered into a strategic partnership.

IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. IAB members who complete USF's 100% online [Master Certificate in Internet Marketing](#) program will receive 24 of the required 40 hours toward IAB's Certificate in Interactive Advertising.

"We're excited to collaborate with IAB and to enhance our reputation as the standards-setter for [Internet marketing](#) education," says Adrian Marrullier, Executive Vice President and Chief Marketing Officer of University Alliance Online. "USF's Master Certificate in Internet Marketing program offers the only university-backed advanced training and credentials that today's professionals need to become interactive marketing experts."

One of the benefits for students earning USF's Master Certificate in Internet Marketing is that they learn from real-world pros who share practical applications and strategic best practices. The program covers several online marketing strategies, including Website usability, search engine optimization (SEO), paid search, Internet media, Web analytics, social media, mobile, email and affiliate marketing. Another benefit is USF's [online certificate courses](#) prepare students for certification from two of the leading industry organizations: Google and Web Analytics Association.

"We are proud to partner with the University of San Francisco to deliver cutting-edge [Internet marketing training](#) to our IAB member companies," said Jonathan Busky, Director, Outreach and Education of Interactive Advertising Bureau. "USF's expert-led online classes cover all facets of interactive marketing and complement IAB's industry-respected Professional Development Program."

About the Interactive Advertising Bureau

The [Interactive Advertising Bureau](#) is comprised of more than 375 leading media and technology companies who are responsible for selling 86% of online advertising in the United States. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, IAB evaluates and recommends standards and practices and fields critical research on interactive advertising.

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 450,000 online enrollments and a million credit hours — making UA the largest facilitator of e-learning in the country.

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