

For Immediate Release:

The University of San Francisco to Showcase its 100% Online Internet Marketing Certificate Program at the SES NYC 2010 Conference and Expo

Register online or visit USF's SES NYC booth #321 for a chance to win a Master Certificate in Internet Marketing course valued at up to \$2,280!

TAMPA, Fla., March 17, 2009 – The University of San Francisco (USF) will be showcasing the industry's first 100% online Master Certificate in Internet Marketing program at the upcoming Search Engine Strategies (SES) 2010 Conference and Expo.

SES New York, the industry's largest Search Engine Marketing (SEM) conference, is being held at the New York Hilton, March 22-26, 2010. This year USF's online program faculty member, Joe Laratro, will present his leading-edge Search Engine Marketing (SEM) tactics, "Bringing SEO In-House," on Wednesday, March 24, 2010.

"The Search Engine Strategies Expo is a great opportunity for marketing professionals to meet the leading SEM experts and learn firsthand about USF's 100% online [internet marketing training](#) courses," said, Pete Schatschneider, University Alliance senior brand manager for USF's online certificate programs.

"Attendees to the conference are encouraged to stop by USF's SES NYC Expo booth #321 and register to win an online Internet Marketing course valued at up to \$2,280," said Schatschneider. Those who cannot attend the show can still register to win a free course at <http://www.USanFranOnline.com/SES>.*

Solidifying its reputation as the leader in online Internet marketing training, the University of San Francisco is proud to also feature its two new specialized training certificates in *Advanced Web Analytics* and *Advanced Social Media*. These eight-week online courses offer a more intensive exploration of key digital marketing disciplines, empowering marketers with enhanced skills and broader knowledge of web analytics and 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.

To learn more about the USF Master Certificate in Internet Marketing Program, visit <http://www.usanfranonline.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 Professional Studies, which includes the Masagung Graduate School of Management and the McLaren 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.

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

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