FACEBOOK

Earn Your Facebook Certification

Acquire in-demand marketing skills through project-based learning during the boot camp. Then, earn a globally recognized certification through our partnership with Facebook to achieve your goals and go deeper into the platform.

Unlock new opportunities through this winning combination:

THE SKILLS YOU NEED TO SUCCEED:

Hands-on skill building, real-world projects

During the **18-week boot camp** you will learn in a live classroom. You'll build foundational knowledge and hone your skills with in-class exercises, then put them to the test in live lab simulations and projects meant to simulate real-world scenarios.

THE CERTIFICATION TO HELP YOU STAND OUT:

Free access to industry recognized Facebook Certification

Through our partnership with Facebook you'll receive a voucher to take a **Facebook** marketing exam of your choice. The certification will help you go deeper on a topic you're passionate about and help you stand out from other candidates in your job search.

Why does Facebook Certification matter in digital marketing? Hear what the professionals have to say...

Signal top talent

"Blueprint Certification enables certified professionals to signal to clients and employers that they have advanced-level skills and allows businesses to identify top talent that can support their marketing goals."

— Source

Build your skill set

"There is tailored information for every conceivable approach you might take when advertising your brand or business on the platform, from building awareness, to generating leads, to increasing in-store sales, you name it; there's a module on how to build it out."

— Source

Gain an extra edge

"Being Blueprint certified can give you an extra edge when applying to a relevant position over other candidates who aren't certified. It can also give agencies the same edge when pitching clients compared to agencies who are not certified (and freelancers, too)."

— Source

Impress recruiters

"Facebook advertising is an incredibly effective way for brands to reach their target audiences and drive brand awareness. As digital marketing recruiters, we recognize the value that marketing professionals who are proficient in advertising on Facebook bring to the table."

— Source

How it works

1 Enroll in the class, **build skills for 18 weeks.**

2 Work with your career services team to help **choose the certification that is best** for you and your career goals.

3 Upon completion, **choose your certification.**

4 Receive access to the **platform prep tools** to complete Facebook's designated self study content and a **test voucher.**

FACEBOOK CERTIFICATION CHOICES

- DIGITAL MARKETING ASSOCIATE
- MEDIA BUYING PROFESSIONAL
- MEDIA PLANNING PROFESSIONAL
- CREATIVE STRATEGY PROFESSIONAL
- MARKETING SCIENCE PROFESSIONAL