

particular technology than a particular skill. We also find evidence that search demand for particular certifications is likely to grow in accordance with the certification's longevity. Interestingly, we find that search demand for specific platforms does not correspond perfectly to the frequency with which the same certifications are mentioned in job listings. For example, job websites mention Hootsuite certification an average of 2.33 times, while searchers seek the certification out 1,000 times per month. Thus, search popularity by the market does not necessarily produce certification desirability by employers. Educators should be aware of these distinctions and counsel students as to which certifications are truly valued by the market. Google certifications appear most valued, and this was verified by noting the broad range of job titles that identified Google certifications as a requirement. Among platform certifications, we also found that advertising-related certifications were more likely to be mentioned in job listings that mention a digital advertising platform. Finally, our research highlights the potential for new certification development based on search demand. Platforms like LinkedIn, Instagram, and WordPress and topics such as SEO and analytics already exhibit latent demand certifications. However, our research suggests that the topic certifications will be valued less by employers. Teaching digital marketing and social media courses can be daunting. While this research suggests that certifications as an explicit request from employers is low compared to the total volume of skills and platform terms requested on job listings, we see an opportunity for marketing educators to encourage students to qualify themselves for a large collective number of digital marketing jobs through certifications. We argue that as awareness of certifications increases, more organizations will request these credentials to verify aptitude in digital skills. Certification from an organization like Google likely holds greater validity in the minds of recruiters than receiving an "A" on an exam related to the same material. Thus, certifications really can help digital marketing educators and students.

### **References available upon request**

**Title:** Student Perceptions of Quantitative Marketing Course Titles

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### **Abstract**

With growing demand for marketing graduates with quantitative skills, many colleges and universities are developing degree programs and courses that focus on analytical skills. Unfortunately, marketing students are often regarded as having inferior quantitative skills, as compared to other business students. As such, marketing departments may face the challenge of motivating students to enroll in analytical courses. The course title and description is likely to play a role in influencing student perceptions of courses. Thus, our study compares student perceptions across two different titles of an analytical marketing course. Our results suggest that the title of the course has significant impact on student perception of the course. Our findings have direct implications for marketing departments that offer such courses.