



Prepare for a Career in Marketing Technology and Marketing Operations with the MarTech Foundations Certificate Program

Lehman College has teamed up with the world's largest marketing trade organization, the ANA, to enhance your education in MarTech.

All great marketing is powered by data and technology. The MarTech Foundations Certificate Program is a self-paced online program tailored for current and aspiring marketers, designed to educate and elevate their expertise in the fields of Marketing Technology and Marketing Operations. In this nine-course program, you will discover that having a blend of both business and technical acumen are valuable ingredients to finding success.

By the end of this program, you will have a strong understanding of how data and technology are utilized to create great marketing campaigns and the skills and credentials for a future career in MarTech.

TO EARN YOUR CERTIFICATE YOU MUST:

1. Be a current Lehman College undergraduate marketing (or closely related major) student with an @lc.cuny.edu email address.
2. Complete the 8-hour, 9-course on-demand program.
3. Complete and pass the certificate assessment.

TO REGISTER:

- Visit the ANA website at ana.net to log in and create a new account.
- You must use your @lc.cuny.edu email address.
- Go to the MarTech Foundations Certificate Program description page, ana.net/OD-MTCERTP, to register.
- Use the **CLCMTc** special code during registration.* The program is complimentary.
- Once registered, you will receive a confirmation email.

**If you register using a promo code provided by your University, then by registering for this program, you are acknowledging and agreeing that your registration and progress information for this program may be provided to your University.*

You can only access the MarTech Foundations Certificate Program on the ANA website at ana.net/OD-MTCERTP when you log in with your credentials (see the ACCESS COURSE button to view the program).

Please refer to your marketing department for any completion requirements.

Once the MarTech Foundations Certificate Program is completed, you will receive a Certificate of Completion on the course home page.

To learn more about the MarTech Foundations Certificate Program, visit ana.net/OD-MTCERTP. For content questions, please contact John Hardy at jhardy@ana.net. For technical issues, please contact Brandon Coy at bcoy@ana.net.