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# Marketing Credentials of Value

JANUARY 2025

## Credentials of Value

### Safety

* [OSHA 10 - General Industry](https://www.osha.com/courses/10-hour-general.html) OSHA

### Essential (one)

* [Content Marketing Certificate](https://academy.hubspot.com/courses/content-marketing) HubSpot Academy
* [Retail Industry Fundamentals Specialists](https://nrffoundation.org/riseup/credentials) NRF (National Retail Federation) Foundation
* [Google Analytics](https://skillshop.docebosaas.com/learn/courses/14810/google-analytics-certification)  Google - Skillshop

### Supplemental – Postsecondary

* [Retail Industry Fundamentals Specialists](https://nrffoundation.org/riseup/credentials) NRF (National Retail Federation) Foundation
* [Business of Retail Certified Specialists](https://nrffoundation.org/riseup/credentials) NRF (National Retail Federation) Foundation
* [Supply Chain, Inventory & Logistics Certified Specialists](https://nrffoundation.org/riseup/credentials) NRF (National Retail Federation) Foundation
* [Social Media Marketing](https://academy.hubspot.com/courses/social-media) HubSpot Academy
* [Digital Marketing Certification](https://academy.hubspot.com/courses/digital-marketing) HubSpot Academy
* [Inbound Marketing Certification](https://academy.hubspot.com/courses/inbound-marketing) HubSpot Academy
* [Professional Diploma in Digital Marketing](https://digitalmarketinginstitute.com/students/courses) Digital Marketing Institute
* [Specialist Diploma Media Marketing](https://digitalmarketinginstitute.com/students/courses/professional-diploma-in-social-media-marketing) Digital Marketing Institute
* [Certified Search Marketing Specialists](https://digitalmarketinginstitute.com/students/courses/professional-diploma-in-search-marketing) Digital Marketing Institute
* [Content Marketing Certification](https://digitalmarketinginstitute.com/students/short-courses/content-marketing) Digital Marketing Institute
* [Google Project Manager](https://www.coursera.org/google-certificates/project-management-certificate?utm_source=google&utm_medium=institutions&utm_campaign=sou--bing__med--paidsearch__cam--gcc_st__con--gen__ter--google%20analytics%20individual%20qualification) Google
* [Google Analytics](https://grow.google/certificates/en_us/certificates/data-analytics/?utm_source=bing&utm_medium=paidsearch&utm_campaign=gcc_b_c&utm_content=bk_exa_data&utm_term=google%20analytics%20certification&msclkid=e7430f5c31c8170b549a68d45fdfc78b) Google
* [Social Media Marketing](https://education.hootsuite.com/courses/social-marketing-certification) Hootsuite