

What certifications do apprentices earn?

This is an overview of the value of the certifications and courses apprentices work on during the 12 months. While we believe the professional coaching and community of experts is the greatest value for the apprenticeship program, we've attempted here to quantify the value of just the certifications and training experiences that are built into the tuition of 10K. Taking these courses on your own is more expensive than through the apprenticeship program - you'll save over 10K by earning your certifications as an apprentice!

*not a comprehensive list, courses and certifications vary based on individual learning plans, electives and special topics are not included in this list

Certification/Course	Benefit of Certification	Associated Costs	Total Cost
Hubspot User Certification	Advanced knowledge of one of the most popular marketing automation platforms	~\$3,000 (only available to Hubspot customers)	\$3,000
SCRUM Master	Project management leadership and team efficiency skills	~\$1495 (training) + \$150 (test fee)	\$1645
Salesforce Administrator Certification	Knowledge of the #1 CRM solution	\$799 (training) + \$200 (test fee)	\$999
Pardot Administrator Certification	Demonstrates marketing automation mastery	\$899 (training) + \$200 (test fee)	\$1099
Tableau Qualified Associate	Perfectly visualize data for your company	~\$1400 (training) + \$250 (certification)	\$1650
Digital Marketing Strategy Week	Create entire digital strategy in one week, tangible project	\$8950 similar course to the Columbia Business School offering	\$8950
Front-End Web Development	Ability to create a website from scratch using HTML, CSS and JavaScript	\$3500 10 week course via General Assembly	\$3500
Other courses and workshops	Develop a solid foundation of content marketing principles and email/social media marketing	~\$1500 for various courses/workshops related to content marketing	\$1500
Google Analytics and Google AdWords	Paid search and web analytics skills essential for conducting digital campaigns	\$500 (each) seminar training on AdWords and Analytics	\$1000
Total approximate <i>value</i> of certifications and courses			\$23,343+
Price apprentices pay for 12 months that includes access to all of the above			\$10,000

