

Certificate in Digital Marketing Syllabus



Module 1: Marketing Fundamentals

Becoming a digital marketer is a journey - let us be your guide. In this course, we give you a framework to help you organize and plan your approach.

Module Project: Prepare to market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a fictitious B2C or B2B product we've provided. You'll market a B2C or B2B product; You'll summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market.

Learning Outcomes		
Lesson 1	Welcome to digital Marketing	Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.
Lesson 2	The Digital Marketing Framework	We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the What, Who, How, Where, and When of marketing.
Lesson 3	What: Your Business	The journey begins with understanding the "what" you are marketing. Learn how to articulate a business model in a concise targeted way.
Lesson 4	Who & When: Your Customer	Customers drive all marketing actions. Get to know this customer through empathy maps and hone in on your target by developing a user persona. Learn the different stages of the customer journey your customer will go through to reach you.
Lesson 5	Where: Marketing Channels	There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose. Align your choice of marketing channel with the customer journey to achieve the best results.

Lesson 6	Why: Marketing Objectives & KPIs	Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process.
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Module 2: Content Strategy

Content is at the core of all marketing activity. In this course you learn how to plan your content marketing, how to develop content that works well for your target audience, and how to measure its impact.

Learning Outcomes		
Lesson 1	Plan your Content	A marketer has a message and that message has to be communicated through great content. In this lesson, you learn how to plan and organize your content.
Lesson 2	Create Content	Great content has a few common components. In this lesson, you learn the power of storytelling, different frameworks you can use to tell persuasive stories, and how to make the most of your content with curation and repurposing.
Lesson 3	Distribute & Promote Content	Compelling content on its own won't get the job done. In this lesson, you learn how to promote and distribute your content, and how to keep it all organized with a content calendar.
Lesson 4	Optimize Website UX & Landing Pages	Your website plays a crucial role in reaching your marketing objectives. In this lesson, you learn how to apply UX design principles to your website, and how to create and test landing pages.
Lesson 5	Measure Impact	Measurement is key to the success of your content marketing. In this lesson, you learn what metrics to consider and how to optimize your results.
Lesson 6	Jobs in Content Marketing	We describe what it's like to be a Content Marketer and what skills recruiters look for in the recruiting process

Course 3: Social Media Marketing (Organic)

Social Media is a powerful channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media presence, and how to create effective content for each platform.

Module Project: Market your Project

In this project we want you to practice producing and marketing content about a subject you know very well – yourself! First you are going to write a blog post. Next, you'll craft social media post for three social platforms to share your blog post with your audience.

Learning Outcomes		
Lesson 1	Social Media Landscape	First, it's important to understand the social media landscape. Plan your approach with the help of two popular frameworks and align your strategy with the customer journey.
Lesson 2	Social Media Channels	We'll take a closer look at Facebook, Instagram, Youtube, Twitter, and Snapchat. Deliver your message in the most important platforms for your audience. Find and work with influencers to help you.
Lesson 3	Social Media Channels	Each social media platform requires a distinct approach. In this lesson, you learn how to develop or adapt content for social media, how to make your content match the platform you choose, and how to create content that audiences will share.
Lesson 4	Implement & Monitor Campaigns	Success in social media requires careful monitoring and management of your content and your audience. Social media management tools, like Hootsuite, can help you get the most out of social media.
Lesson 5	Measure Impact	As with all marketing campaigns, you'll need to measure the impact of you social media efforts. Measure success in different platforms and learn the formula to predict virality.
Lesson 6	Jobs in Social Media Marketing	We describe what it's like to be a Social Media Marketer and what skills recruiters look for in the hiring process.

Course 4: Social Media Advertising (Paid)

Cutting through the noise in Social Media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message. In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience. fictitious

Module Project: Run a Facebook Campaign

Create, manage, and monitor an advertising campaign on Facebook for a fictitious B2C, B2B product, or your company's product/service. While the campaign is live on Facebook, you will test and optimize your campaign to achieve the best ROI possible.

Learning Outcomes		
Lesson 1	Intro to Social Media Advertising	Discover how social media advertising works and dive into the current landscape.
Lesson 2	Platforms for Social Ads	Social Media Platforms offer different opportunities for paid advertising. Learn what is possible on several platforms, evaluate which is right for your objective, and your audience.
Lesson 3	Facebook - Getting Started	Facebook is a powerful social media platform with a massive audience worldwide. Gain hands on experience by setting up your Facebook advertising account and explore campaign objectives
Lesson 4	Facebook - Create Ad Sets	Ads need to reach the right audience. In this Facebook focused lesson, you'll learn different ways to target your audience, ad placements available, and how to determine a budget and bidding schedule
Lesson 5	Facebook - Create and Manage Ads	Facebook ads require thoughtful planning. Learn how to create and run ads on Facebook, write compelling copy, choose the right images, test different ads, and evaluate the performance of ads using campaign examples.
Lesson 6	Jobs in Social Media Advertising	We describe what it's like to be a Social Media Advertiser and what skills recruiters look for in the hiring process.

Course 5: Search Engine Optimization (SEO)

Search engines are an essential part of the online experience. Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link building campaign.

Module 5: Search Engine Optimization (SEO)

In this project, you will audit a website or your company's website and recommend actions to optimize its ranking in search engine results. You will recommend a target keyword list, evaluate the design and the UX of the site, and recommend improvements.

Learning Outcomes		
Lesson 1	How Search Works	To execute a successful SEO strategy, you need to know how search engines work. In this lesson, you'll learn search engines basics.
Lesson 2	Keywords	SEO needs to align with the keywords that matter most to your target audience. In this lesson, you'll learn about keywords, how to choose the right ones for your objectives, and how research can help you to identify them.
Lesson 3	On-Site SEO: Optimize UX & Design	Learn how to optimize the UX and design of your site to help search engines find and associate your content with your target keyword list.
Lesson 4	Off-Site SEO: Link-building	Inbound links to your content are crucial in determining your search engine ranking for your target keywords. Develop and execute a link building strategy to improve your site's relevance and ranking.
Lesson 5	SEO Audit & Future of SEO	SEO is an ongoing effort, and it is important to audit your site on a regular basis to ensure optimal visibility. Execute a content and technical SEO audit, and explore tools that can help in this process.
Lesson 6	Jobs in SEO	We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

Module 6: Search Engine Marketing with Google Ads (SEM)

Optimizing visibility in search engine results is an essential part of Digital Marketing. Reinforcing findability through Search Engine Marketing (SEM) is an effective tactic to achieve your marketing objectives. In this course, you learn how to create, execute, and optimize an effective ad campaign using Google Ads by Google.

Module Project: Run an AdWords Campaign

In this project, you will create, execute, and monitor a search engine marketing campaign on the AdWords platform for a Sandbox B2C or B2B product or your company's product/service. While your campaign is live, you will test, monitor, and optimize your results for the best possible ROI.

Learning Outcomes		
Lesson 1	Google Ads & Keyword Selection	Explore how Google Ads is organized and plan a Google Ads campaign using keyword research.
Lesson 2	Create Text Ads	Search text ads are one ad type you can utilize in Google Ads. In this lesson, you learn how to write compelling search text ads, align your text ads with your target keywords, and optimize landing pages to boost your search engine marketing campaigns.
Lesson 3	CPC Bidding	Learn how Google Ads bidding works, Google's ad placement formula, and plan your Google Ads spend by calculating a max cost-per-click (CPC) bid.
Lesson 4	Navigate AdWords	Google Ads is the largest Search Engine Advertising platform. In this lesson, you learn how to set up a search engine marketing campaign along with a few nuances of the tool.
Lesson 5	SEM Metrics & Optimization	Measuring, monitoring, and optimizing your search advertising campaigns is the key to a successful return on investment (ROI). Discover key metrics to monitor and optimize your campaign performance.
Lesson 6	Jobs in SEM	We describe what it's like to be a Search Engine Marketer (SEM) and what skills recruiters look for in the hiring process.

Course 7: Display Advertising

Display advertising was the first form of advertising on the web. It's still a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, you learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google Ads.

Module Project: Evaluate a Display Ad Campaign

In this project you will evaluate the results of a display advertising campaign and create a presentation of the results for management. Your summary will include the targeting strategy, creatives used, the results of the campaign, along with recommendations on how to improve the

Learning Outcomes		
Lesson 1	How Do Display Ads Work?	Since its advent, display advertising has changed substantially. Learn about this evolving landscape, its opportunities, and how display ad serving works.
Lesson 2	Display Ads & Targeting	User targeting is crucial to the success of online display advertising. In this lesson, you learn about the different targeting options, from demographic targeting all the way to behavioral targeting.
Lesson 3	Sales Models	While early display advertising followed the traditional sales model used in the magazine industry, today an increasing number of display ads are sold programmatically, with ads traded in online marketplaces. Discover how the programmatic advertising landscape works.
Lesson 4	Display Ads in Google Ads	Google Ads is a powerful display advertising platform. In this lesson, learn how to create, target, test, and monitor a display advertising campaign using Ads
Lesson 5	Video Advertising	Video is a fast-growing online platform, for consumers and advertisers alike. Explore different video ad types and how to create effective video ads.
Lesson 6	Jobs in Display Advertising	We describe what it's like to be a Digital Marketer and what skills recruiters look for in the hiring process.

Course 8: Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Module Project: Market with Email

In this project, you will plan and prepare an email marketing campaign for a Sandbox B2C or B2B product or your company's product/service. You will write an e-mail, and evaluate the results of an email campaign.

Learning Outcomes		
Lesson 1	Email List Generation	Learn how to build a subscriber list with contact forms and explore the double opt-in process.
Lesson 2	Create an Effective Email Campaigns	An email plan is necessary for developing a successful email marketing strategy. Learn how to create an email calendar and plan different types of email campaigns, like transactional and drip campaigns.
Lesson 3	Create an Email Plan	An email plan is necessary for developing a successful email marketing strategy. Learn how to create an email calendar and plan different types of email campaigns, like transactional and drip campaigns.
Lesson 4	Measure Results	Email marketing is never done. In this lesson, you learn how to analyze the results of your email campaign, how to use A/B testing to improve your content, and how to use segmentation to better target specific subscribers.
Lesson 5	Jobs in Email Marketing	We describe what it's like to be a Email Marketer and what skills recruiters look for in the hiring process
Lesson 6	Jobs in Display Advertising	We describe what it's like to be a Digital Marketer and what skills recruiters look for in the hiring process.

