

# Digital Marketing Science

## CPD 0147

### Overview

This Digital Marketing Science certificate course will transform you into a complete digital marketer with expertise in the most in-demand marketing domains. Fast-track your career in digital marketing with practical training and technical certifications you can apply on the job. Delivered online, this 10-week comprehensive program is taught by industry experts and supplemented with live/online mentor-led classes. You'll leave the course with proof of your digital marketing skills: a Strategic Digital Marketing Playbook, and industry-recognized certifications and qualifications, including Google Ads Search Certification, Google Analytics Individual Qualification, and HubSpot Email Marketing Certification. You'll also learn about other digital marketing certifications offered by Marketo, The Trade Desk, and Facebook.

### Learners

- Career Starters—Recent grads and college students.
- Career Changers—People are looking to try something new after working several years in a single job or career.
- Reentries—People who have spent a few years out of the workforce as a stay-at-home parent and now want to return to work.
- Career Enhancers—Professionals seeking to update their skills for promotion or more responsibility.
- Entrepreneurs—People who want an overview of key areas of responsibilities and best practices in digital marketing.

### Author(s)

[Steph Parker](#) - Digital Marketing and Social Media Strategy. Steph is an award-winning digital marketing strategist who has been recognized by the likes of Forbes and the PRCA. She spent the first decade of her career working in some of the best agencies Philadelphia, Boston, and London have to offer – managing teams, developing IP, and working across a diverse set of clients, markets, and industries.

[Latasha James](#) - Content Marketing. Latasha is a freelance social media marketer, award-winning podcaster, video creator, and digital marketing strategist. She's worked with everyone from Fortune 500 companies to nonprofits, solopreneurs, to growing startups. Steph received her B.A. in Corporate & Public Relations and M.S. in Entrepreneurship & Innovation from Drexel University.

[Ryder Meehan](#) - Search Engine Marketing. Ryder is the CEO of UpGrow, an ROI-focused search marketing agency in San Francisco. Ryder has over 15 years of digital marketing experience specializing in direct response campaign management with a track record of performance success in PPC, SEO, social media marketing, media buying, partnerships, and CRO web design. Ryder received a BA in Marketing from the University of North Texas.

[Damaris Lasa](#) - Marketing Analytics. Damaris is a certified digital analyst and analytics instructor. She has taught Google Analytics to marketing managers for leading brands such as Pampers, Febreze, and Gillette. She has mastered and provided training for top technology platforms like Google Analytics 360, Google Marketing Platform, and Salesforce CRM. Damaris received a B.S. in Broadcast Journalism and Psychology from the University of Miami.

### **Learning Outcomes**

- **Web Analytics:** Determine the appropriate key performance indicators for any type of website. Provide recommendations for optimizing an e-commerce website's conversion funnel.
- **Search Engine Optimization:** Understand how search engines work. Use this knowledge to make recommendations to a website on how it can improve its search engine rankings.
- **Search Engine Marketing:** Understand the mechanics of paid search ranking. Evaluate paid search campaign data and recommend changes that will improve conversion rates.
- **Social Media Marketing:** Utilize knowledge of social media tactics to design an effective social media campaign.
- **Email Marketing:** Understand best practices in email marketing. Analyze email marketing campaign data. Recommend changes that will improve campaign effectiveness.
- **Digital Marketing Strategy:** Create a digital marketing strategy and plan with a target market, key messages, recommended channels, and lead capture recommendations for a real-world brand.

- **Industry-Recognized Certifications and Qualifications:** Google Ads Search Certification, Google Analytics Individual Qualification, and HubSpot Email Marketing Certification

## **Curriculum**

<b><u>Section</u></b>	<b><u>Topics</u></b>
Welcome	<p>Welcome to Digital Marketing</p> <ul style="list-style-type: none"> <li>• Meet your instructors</li> <li>• Get acquainted with the course curriculum, certifications, and final project company</li> <li>• Review course schedule, requirements, and grading</li> <li>• Set up course tools and technology</li> </ul>
Module 1	<p>Introduction to Digital Marketing</p> <ul style="list-style-type: none"> <li>• Understand the role of marketing within a business</li> <li>• Set SMART objectives</li> <li>• Build customer personas aligned to the consumer journey</li> <li>• Define basic marketing strategy KPIs</li> <li>• Align channels to marketing outcomes</li> </ul>
Module 2	<p>Google Analytics for Marketers</p> <ul style="list-style-type: none"> <li>• Identify goals and conversions for various types of websites</li> <li>• Select key performance indicators</li> <li>• Provide optimization recommendations</li> <li>• Develop a plan for earning your Google Analytics certification</li> </ul>
Module 3	<p>Search Engine Marketing with Google Ads</p> <ul style="list-style-type: none"> <li>• Learn the basics of Search Engine Marketing</li> <li>• Build an effective keyword strategy</li> <li>• Understand how to identify and write good ad copy and landing pages</li> </ul>

	<ul style="list-style-type: none"> <li>● Analyze keyword data and provide recommendations for campaign optimization</li> <li>● Develop a plan for earning your Google Ads Search Certification</li> </ul>
Module 4	<p>Search Engine Optimization Fundamentals</p> <ul style="list-style-type: none"> <li>● Assess how well-optimized a web page is</li> <li>● Perform keyword research in one of the major SEO tools</li> <li>● Analyze page speed and mobile-friendliness of a web page</li> </ul>
Module 5	<p>Social Media Marketing</p> <ul style="list-style-type: none"> <li>● Identify the major social media platforms used in digital marketing and articulate the similarities and differences</li> <li>● Understand the difference between organic and paid tactics</li> <li>● Evaluate social media platform effectiveness based on marketing objectives</li> <li>● Plan, track, and analyze a Facebook advertising campaign</li> </ul>
Module 6	<p>Marketing Automation</p> <ul style="list-style-type: none"> <li>● Explain the role marketing automation plays in a digital strategy</li> <li>● Create workflows to capture and nurture leads</li> <li>● Create an integrated lead/customer journey</li> <li>● Develop a plan for earning your HubSpot Email Marketing Certification</li> </ul>
Module 7	<p>Email Marketing</p> <ul style="list-style-type: none"> <li>● Navigate the functionality of an email service provider</li> <li>● Create an email campaign designed for maximum conversion</li> </ul>

	<ul style="list-style-type: none"> <li>Analyze metrics for campaign optimization</li> </ul>
Module 8	<p>Data-Driven Digital Marketing Plans</p> <ul style="list-style-type: none"> <li>Identify different types of marketing plans, objectives, and key elements</li> <li>Map objectives to KPIs and metrics that support your marketing plans</li> <li>Develop a framework for an effective digital marketing plan</li> <li>Craft a narrative for effective marketing plan presentations</li> </ul>
Module 9	<p>Content Marketing</p> <ul style="list-style-type: none"> <li>Create brand content pillars and messaging</li> <li>Create multiple video formats from scratch</li> <li>Promote content using an organic content strategy</li> </ul>
Module 10	<p>Storytelling on LinkedIn</p> <ul style="list-style-type: none"> <li>Understand how LinkedIn's algorithm and search functions work</li> <li>Create a profile optimized to get you the results you want</li> <li>Develop a strategic plan for utilizing LinkedIn as a professional marketing tool</li> <li>Construct a compelling career story or narrative</li> </ul>

**Delivery**

Fully online, on-demand learning with weekly 2-hour live/online interactive group sessions led by mentors with subject matter expertise. GreenFig uses Canvas as the LMS.

## **Assessment**

This course will include live sessions, quizzes, playbook assignments, readings, etc. A certificate of completion will be issued when the learner achieves at least 70% on the module quizzes, successfully completion of playbook assignments, and obtains a passing score on Google Ads Search Certification, Google Analytics Individual Qualification, and HubSpot Email Marketing Certification.

## **Hours and Articulation**

Learner hours for the module are as follows (includes on-demand asynchronous learning, 2-hour weekly online facilitator-led session, and playbook assignment completion):

1. Module 1 – 8 hours
2. Module 2 – 10 - 12 hours (Certification)
3. Module 3 – 10 - 12 hours Certification)
4. Module 4 – 8 hours
5. Module 5 – 10 hours
6. Module 6 – 10 - 12 hours Certification)
7. Module 7 – 10 hours
8. Module 8 – 10 hours
9. Module 9 – 8 hours
10. Module 10 – 8 hours

**Total Module Hours: 92 - 98 hours**