

## Digital Marketing Certificate Course Descriptions & Learning Outcomes

### **Module: Digital Marketing**

**Course Offering:** In-Person / Online / Hybrid - 7 Weeks

#### **Course Description:**

This course provides an overview of digital marketing and its tools, including display advertising, search engine marketing, social media and influencer marketing, the impact of artificial intelligence (AI) and automation. Student will learn about consumers and the digital channels to reach them, integrated strategies that synergize digital campaigns.

#### **Learning Outcomes**

Upon successful completion of the course, students will be able to

- Understand digital marketing as a holistic strategy
- Identify Customer Expectations in a Digital World
- Understand customer insight through social data, as well as map the customer experience.
- Develop strategic and creative digital communication campaigns.
- Understand how to integrate digital into the overall marketing mix.
- Understand the methods and metrics of analyzing digital campaigns.

### **Module: Social Media Marketing**

**Course Offering:** In-Person / Online / Hybrid - 7 Weeks

#### **Course Description:**

Social networks are becoming an integral part of the digital marketing plan. In these platforms, brands can engage with prospects and consumers on many levels. In this module, learners will learn how to create a brand presence on social networks. This will prepare learners with the skills and tools needed to grow an engaging social community and run effective social media advertising. Learners will get familiar with important metrics associated with goals, track performance of these metrics and assess effectiveness of social marketing effort.

#### **Learning Outcomes:**

Upon the completion of this course learners will:

- Understand the major social media platforms, how they function, and what role they play in the fully integrated digital marketing plan
- Develop marketing best practices for each social media property including TikTok, Facebook, Twitter, LinkedIn, Instagram, Vine, Pinterest, YouTube and other social media properties.
- Develop actionable strategies for creating a narrative for your brand through influencer marketing.
- Understand how to leverage the influencer economy
- Connect SEO methods to influencer programs
- Understand the fundamentals of the psychology of persuasion

## **Module: Influencer Marketing**

**Course Offering:** In-Person / Online / Hybrid - 7 Weeks

### **Course Description:**

The rise of influencer marketing over the past decade has increasingly grown in the age of digital marketing. While influencers, taste-makers, and gatekeepers are nothing new to marketers, the role of a social media influencer (SMI) is one of the most powerful tools a marketer can utilize. The purpose of these influencer(s) is to motivate social attitudes and behavior within their online community. This course will show how various industries use influencers to spread their brand message and marketing strategies.

### **Learning Outcomes:**

Upon the completion of this course learners will:

- Understand the influencer marketing strategic plan
- Understand the legal and privacy laws and regulations in data privacy.
- Develop the roles of business management - marketing communications, reputation management, influencer relations and crisis management.
- Develop actionable strategies for creating a narrative for your brand through influencer marketing.
- Understand how to leverage the influencer economy
- Connect SEO methods to influencer programs
- Understand the fundamentals of the psychology of persuasion

## **Module: Inbound Marketing & SEO**

**Course Offering:** In-Person / Online / Hybrid - 7 Weeks

### **Course Description:**

Inbound marketing is about creating one-to-one relationships that have a lasting impact on visitors and the brand. Search engine optimization (SEO) is the process of improving a website to increase visibility on popular search engines such as Google and Bing. This course introduces all things SEO, including website optimization, link building, and keyword research. The basics of SEO covers long- tail keyword research methods, on-page SEO for a focus keyword phrase, the art of inbound link building, and identifying influential sites. In this course, learner will also learn customer journey map, a foundation to create and repurpose content that both humans and search engines will love.

Learners will understand the strategic connection between content and SEO so that impactful content becomes visible to prospects and customers.

### **Learning Outcomes:**

Upon the completion of this course learners will:

- Develop Customer Journey Map
- Develop an engaging and effective social media strategy for your business
- Understand a content creation framework for producing effective content on a consistent basis
- Create and Repurpose content that both humans and search engines will love
- Apply techniques to evaluate and improve website's SEO

- Develop backlinks to a website at scale to increase the website's visibility on the search engine results page
- Develop insights from keyword research and reporting to improve search performance
- Understand on-page and off-page optimization
- Master Keyword Research and Analysis

**Module: Digital Storytelling for Marketers**

**Course Offering:** In-Person / Online / Hybrid - 7 Weeks

**Catalog Description:**

Digital Storytelling in Marketing focuses on understanding the role 'storytelling' has across the digital landscape from social media to branding marketing strategies. Stories inspire an emotional connection with a transformative narrative, which makes them a powerful tool for marketers. In this course, we will look at emerging digital technologies relevant to storytelling and explore how the narrative is becoming non-linear. Through closer examination, we will explore successful brand campaigns and their adoption of entertainment and gamification in overall marketing strategies. This course will analyze the evolution of digital media and the impact it has on generating a more engaging brand marketing experience. This convergence is altering consumer expectations of what, where, and how new immersive tools should and can be used to tell the brand's story.

**Learning Outcomes:**

Upon the completion of this course learners will:

- Identify the new narrative in storytelling used by marketers
- Develop skill sets necessary to execute marketing strategies
- Learn to target communities versus audiences through behavior analytics
- Understand the basic anatomy of brand, campaign & transmedia storytelling
- Explore the present and past consumer perception storytelling in a non-linear platform
- Understand the elements of immersive and virtual technology opportunities