Digital Marketing

Technical Certificate

If you want to truly engage with your customers, you must know digital marketing. Through Nicolet College's three course certificate in Digital Marketing, you will learn the skills you need including keyword research, search engine optimization, developing social media content and email newsletters. These courses are online and flexible and led by Nicolet College instructors. The up-to-date curriculum is provided by the Digital Marketing Institute and refreshed quarterly. You will apply what you learn to a business, so the assessments are relevant and useful. You can also earn an internationally recognized certification from the Digital Marketing Institute and the American Marketing Association.

Program Outline

TERM 1		
Course #	**Course Title**	**Credits**
1010413100	Digital Marketing Fundamentals To succeed in today's marketplace, a business needs to employ basic digital marketing specialties such as target marketing, keyword research and Search Engine Optimization (SEO) techniques. In this class the student learns by doing; the course teaches how to use digital marketing software tools and market analysis on an existing or a future business to get the best search engine results. This is the introductory course for earning a Digital Marketing Certificate.	3.00
1010413000	Social Media and Digital Content Marketing This course provides an overview of major social platforms like Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and TikTok. A student gains hands-on experience in creating various types of content for social media and email campaigns. Students will learn how to use the social media management platform Hootsuite, schedule posts, create a content calendar, write a creative brief, produce a video, and set up an email campaign with a contacts database using Mailchimp. Upon completion of the coursework, students can test for a certification from Hootsuite.	3.00
1010414100	Digital Advertising and Analytics Digital Advertising enables your business to appear online at the very moment someone is looking for products or services like yours. This class will provide an in-depth view of the Google Advertising Platform, YouTube Ads, and Facebook Advertising. In this course, the student gets practice designing Google Display Ads for a Paid Search Campaign using Google's Keyword Planner and Ad Manager tools to craft effective ad copy that targets an audience based on their interests and geographic location.Students should take Digital Marketing Fundamentals prior to this course.	3.00

Total Credits: 9.00

Talk with a Success Coach about the program outline. Together, you will determine if credits you've already earned satisfy any requirements, discuss possible alternative courses, and choose the best classes if you're thinking of transferring.

At A Glance

How You'll Learn

2024 Start Dates

January 8	June 3
February 5	July 1
March 4	August 26
May 6	October 21

VIEW FULL ACADEMIC CALENDAR

Program Tuition*

$1,645

*Total cost for degree completion is estimated by current course requirements, books, and supplies. Tuition and fees are set by the Wisconsin Technical College System and subject to change.

▶ **Potential Indirect Costs**

Z textbook

This program has a zero cost for textbooks. If you continue your education beyond this program to complete a full associate's degree, there may be additional costs for books.

What You'll Learn

- Develop digital marketing strategies to anticipate and satisfy market needs
- Create digital marketing content for products, services, images, and ideas
- Integrate tools and technology for digital marketing initiatives
- Analyze the effectiveness of marketing outcomes

Your Potential Careers

- Digital Marketer
- Marketing Specialist
- Market Researcher

Median Annual Salary

$53,270	$59,794	$62,464
Local	State	National

Lightcast 2023.1

Get Started

Your application can be submitted online, it takes just a few minutes to complete.

APPLY NOW