Digital Marketing Promotions

Technical Diploma

Master the art of engaging customers through Nicolet College's Digital Marketing Technical Diploma. Learn essential skills like SEO, social media content creation, email campaigns, website design, and e-commerce. Blend traditional marketing principles—product, pricing, promotion, and placement—with cutting-edge digital strategies to thrive in today's competitive marketplace.

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
3010412000	Graphic Design and Branding This course provides Graphic Design foundational learning including an introduction to Adobe Professional Design software in addition to Canva. Student will analyze existing brands, learn the components of branding, and gain an in-depth understanding of what makes a brand successful. Hands-on experience will be gained by creating a brand and implementing it across digital content including online profiles, email newsletters, environmental graphics, and more.	3.00
3010413000	Social Media and Digital Content This course provides an overview of major social platforms like Facebook, Instagram, X, LinkedIn, Pinterest, YouTube, and TikTok. A student gains hands-on experience in creating various types of content for social media and email campaigns, including the use of AI. 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. Prerequisite: 3010412000 Graphic Design and Branding (C or better) (concurrent enrollment allowed).	3.00
3010415000	Web Design and Development This course offers a deep dive into foundational web design and development principles, equipping you with the skills to create visually stunning and functional websites. Delve into user experience, user interface, information architecture, HTML, CSS, and responsive design. Explore content management systems, accessibility, SEO, and integrate web graphics and multimedia. Through hands-on projects, students will apply their knowledge to design and develop a complete website. Prerequisites: 1010413100 Digital Marketing Fundamentals (C or better) (concurrent enrollment allowed) and 3010412000 Graphic Design and Branding (C or better) (concurrent enrollment allowed).	3.00

TERM 2

Course #	Course Title	Credits

Course #	Course Title	Credits
3010414100	Digital Advertising 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 Prerequisites: 1010413100 Digital Marketing Fundamentals (C or better) (concurrent enrollment allowed) and 3010412000 Graphic Design and Branding (C or better) (concurrent enrollment allowed).	3.00
3010416000	Ecommerce Marketing Develop the essential skills for online marketing success. Learn how to construct a complete online store with integrated product catalogs, user-friendly navigation, and secure checkout, all designed to ensure a smooth shopping Experience. Use AI Marketing Tools to design an intuitive platform to drive sales through guided search and product discovery. Enhance your brand with appealing visuals and optimized product descriptions to attract and convert customers. Prerequisites: 1010413100 Digital Marketing Fundamentals (C or better) (concurrent enrollment allowed) and 3010412000 Graphic Design and Branding (C or better) (concurrent enrollment allowed).	3.00

Total Credits: 18.00

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

Next Academic Start Dates

11
JAN

Spring 2027 Term Starts

15
MAR

Additional Spring 2027 Start for Select Courses

VIEW FULL CALENDAR

What You'll Learn

- Apply foundational digital marketing principles
- Create digital marketing content
- Promote products or services in a digital environment

Program Tuition*

$3,354

*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.

Financial Aid Eligible

VIEW FULL ACADEMIC CALENDAR

Your Potential Careers

- Digital Marketing Specialist
- Web and Digital Designer
- Social Media Strategist

Median Annual Salary

Local	State	National
$61,600	$66,800	$79,200

Jobs EQ 2024Q2 Data

Get Started

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

APPLY NOW