

DIGITAL MARKETING

About the Digital Marketing Program

The local certificate will qualify a graduate for a marketing job at a small to mid-sized business or organization. Proficiency is acquired in market research and digital marketing plan development. Direct experience is gained by working with local businesses on projects such as keyword research, SEO (search engine optimization), designing websites and blogs, managing social media platforms, and developing email newsletter systems. Students will also learn the skills to create digital content such as video presentations, infomercials, social media posts, and banner ads along with digital advertising on several platforms including Facebook, YouTube, and Google. This certificate is ideal for entrepreneurs along with students majoring in business management, marketing, and computer programming.

PROGRAM OUTLINE

COURSE #	COURSE TITLE	CREDITS
1010413000	Social Media and Digital Content Marketing Develop a solid understanding of “Inbound Marketing” that focuses on quality content sought by the target market. Design and create attractive digital content that draws an audience using graphics and video along with key word targeted messaging and attention getting titles. Students will be assigned a business or organization to work with to create or improve a social media site. Gain real world experience building Facebook Business Pages, YouTube channels, and WordPress blogs. Build online customer surveys with SurveyMonkey. Create a social media campaign that increases followers or subscribers and draws them into the sales funnel. This course builds on the Search Engine Optimization techniques learned in the Digital Marketing Strategies and Skills Course. Facebook, YouTube WordPress, and SurveyMonkey are registered trademarks.	3.00
1010413100	Digital Marketing Strategies and Skills Develop knowledge, skills, strategies, and tools for digital marketing needed to target and draw customers using the internet. Acquire skill in using “Key Words” and phrases to increase visitor traffic to websites, social media, and mobile platforms. Use digital strategies to integrate marketing communications. Learn and use digital marketing statistics including the latest Search Engine Optimization (SEO) and Internet Analytic Tools from Google Analytics as well as Facebook and WordPress. Explore Customer Relationship Management (CRM) Software and digital prospecting for sales leads with data base tools like Salesforce and LinkedIn. Google Analytics, Facebook, WordPress, Salesforce, and LinkedIn are registered trademarks.	3.00
Competencies		
10104131C03	Digital Marketing Strategies and Skills A Students will acquire foundational knowledge about digital marketing strategies.	2.00
10104131C04	Digital Marketing Strategies and Skills B Students will develop a Search Engine Optimization (SEO) strategy to improve an organization's ranking on a search engine results page (SERP).	1.00
1010414100	Digital Advertising, Promotion, and Ecommerce	3.00

COURSE #	COURSE TITLE	CREDITS
	Gain experience creating and managing websites that have a focus on an organization's sales funnel that draws prospects and converts them into customers. Students will be assigned a business or organization to work with to create or improve a website by encouraging visitors to take actions that lead to sales. Webmaster management tools are utilized to track web visitor behavior and enable web page improvements. Explore free internet listings that promote, and point back to, the business and website. Learn how to plan, budget, design, and implement paid advertising with Facebook banner ads, Google AdWords, and mobile phone GPS based local advertising. Learn email marketing basics including: how to write/send effective newsletters and how to utilize an automated email responder on a website to build an email contact list. Explore utilization of e-commerce on a website. Learn what is involved in becoming a vendor on Facebook Marketplace and Amazon. Facebook Marketplace, Google AdWords, and Amazon are registered trademarks.	
Competencies		
10104141C01	Digital Advertising Promo and Ecom A Students will create a digital ad campaign using Facebook and Google.	1.00
10104141C02	Digital Advertising Promo and Ecom B Students will create an email campaign with landing pages for a business.	1.00
10104141C03	Digital Advertising Promo and Ecom C Students will set up an Ecommerce business.	1.00

Total Credits:

9.00

Talk with an Academic Advisor 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



100% ONLINE MULTIPLE START DATES OPTIONAL LAB SUPPORT

2021 Start Dates

January 6	May 7	September 1
February 1	June 7	October 4
March 1	July 5	November 1

2022 Start Dates

January 5	March 1	June 6
February 7	May 2	July 11

[VIEW FULL ACADEMIC CALENDAR](#)

Approximate Cost

\$1,344*

*Based on 10-level courses—materials, books, and fees may be additional

Ztextbook

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

\$42,663	\$53,725	\$62,909
Local	State	National

EMSI 2020.1

Get Started

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

[APPLY NOW](#)