Academic Plan as of spring 2023

Program Description:
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 from Marketo, The Trade Desk, and Facebook.

Program Learning Outcomes:
- **Web Analytics:** Determine the appropriate key performance indicators for any type of website. Provide recommendations for optimizing an eCommerce 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

Program Requirements:
To earn the Digital Marketing Science Certificate, you must successfully complete the Digital Marketing Science course.

Required Courses:
- Digital Marketing Science