COURSE SYLLABUS

Digital Marketing Certificate (Self-Paced)

Learn the digital marketing tools and strategies needed to succeed online, including SEO, social media marketing, paid search, and analytics tracking. Gain essential skills to promote a business and increase ROI in today's competitive markets from top digital marketing experts.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/certificates/digital-marketing-bootcamp-online



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Course Outline

This package includes these courses

- Digital Marketing Strategy & Web Fundamentals (Self-Paced) (6 Hours)
- Content Marketing Bootcamp (Self-Paced) (6 Hours)
- SEO Bootcamp (Self-Paced) (12 Hours)
- Google Ads Bootcamp (Self-Paced) (12 Hours)
- Google Analytics Bootcamp (Self-Paced) (12 Hours)
- Instagram Marketing Bootcamp (Self-Paced) (12 Hours)
- Facebook Marketing Bootcamp (Self-Paced) (12 Hours)
- LinkedIn Marketing Bootcamp (Self-Paced) (6 Hours)
- YouTube Marketing (Self-Paced) (6 Hours)
- Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced) (6 Hours)
- TikTok Marketing Course (Self-Paced) (6 Hours)
- Streaming for Social Media Course (Self-Paced) (6 Hours)
- Social Media Industry & Portfolio Course (Self-Paced) (18 Hours)
- Social Media Marketing Capstone Project (Self-Paced) (18 Hours)

Attend the AI for Marketing class for free as part of this certificate. Choose your date after you register for the program.

AI for Marketing Bootcamp (Self-Paced)

Digital Marketing Strategy & Web Fundamentals (Self-Paced)

Learn how to create a successful digital marketing strategy and optimize your business's website to reach your target audience. This accelerated course covers topics such as identifying your goals and audience, optimizing your website for conversion, and developing a value proposition.

- Key skills needed to increase traffic to a website, generate leads and get sales

- How to develop a digital marketing strategy
- Essential elements every website should have to increase conversions
- How to turn leads into sales
- How to analyze your marketing to improve your return on investment

Content Marketing Bootcamp (Self-Paced)

This course offers a comprehensive exploration of content marketing, covering topics such as content creation, promotion, and measurement. Gain valuable insights and learn the best practices for effectively utilizing content creation to promote your brand in this accelerated class.

- Learn about strategies and solutions for content marketing
- Develop an understanding of content curation and best practices
- Create a plan to promote, track, and optimize your content

SEO Bootcamp (Self-Paced)

Strengthen your online presence with actionable SEO strategies and keyword research techniques that help your site rank higher on Google. This hands-on bootcamp equips you with the tools to optimize content, structure websites, and monitor SEO success.

- Understand how search engines work and why SEO is essential for business growth
- Conduct effective keyword research using tools like Semrush to discover high-impact search terms
- Perform competitive analysis to uncover your competitors' strategies and refine your keyword targeting
- Create SEO-friendly content tailored to the customer's buying journey and user search intent
- Implement on-page SEO techniques, including meta tag optimization, sitemaps, and internal linking
- Explore off-page SEO practices like backlink building and content promotion strategies
- Design websites with SEO in mind, including structured navigation, rich snippets, and mobile optimization
- Optimize video content for platforms like YouTube and conduct SEO audits to measure and improve performance

Google Ads Bootcamp (Self-Paced)

Learn how to develop and manage successful Google Ads campaigns, generate leads and sales, track conversions, and improve your search engine ranking with this comprehensive workshop. Perfect for anyone looking to expand their brand awareness through effective paid advertising techniques.

- How to set up and manage a Google Ads account
- Keyword Strategies
- How to use Match Types to control who sees your ads
- Bidding Strategies
- How the Google Ads Auction Works
- How to Create Ads That Convert
- Landing Page Best Practices
- How to Set Up Call and Conversion Tracking
- Navigating the Google Ads Interface
- Optimizing Your Campaign for Maximum Results

- Remarketing for Search & Display
- Campaign Automation
- Display Advertising with Google Ads

Google Analytics Bootcamp (Self-Paced)

Master Google Analytics 4 (GA4) and unlock the insights you need to refine marketing strategies, monitor performance, and drive growth. This course covers everything from account setup to advanced tracking techniques.

- Understand the fundamentals of web analytics and the role of Google Analytics in the buyer's journey
- Set up and configure Google Analytics accounts, filters, goals, and ecommerce tracking
- Navigate the GA4 dashboard and learn how to read audience, acquisition, behavior, and conversion reports
- Build and interpret measurement plans to track KPIs that align with your business objectives
- Create and customize dashboards, shortcuts, and shared reports for efficient data access
- Implement UTM parameters to track marketing campaign performance across platforms
- Learn retargeting strategies and how to build remarketing lists using Google Analytics data
- Apply best practices for leveraging data insights to optimize marketing and user engagement

Instagram Marketing Bootcamp (Self-Paced)

Learn how to develop a paid and organic marketing strategy for Instagram, including creating engaging content, mastering Stories, leveraging hashtags, capturing content, developing a community, creating a post cadence and collaborations. Also, discover how to create a business page, use paid advertising, and integrate Shopify with Instagram.

- Learn about the Instagram platform and its social impact
- Develop digital marketing strategies for Instagram
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing Bootcamp (Self-Paced)

Discover how to create and manage Facebook ad campaigns. Learn about business pages, Facebook groups, targeted ads, conversion tracking, audience targeting, and Meta Pixel. Explore the Facebook algorithm, Meta Business Manager, content and interactions, Shopify integration, Meta Ads Manager, and more in this comprehensive workshop.

- Develop a successful Facebook Marketing strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- Using Facebook paid advertising for increased engagement and profit
- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and the Meta Pixel to ensure that you earn a high return on your advertising budget

LinkedIn Marketing Bootcamp (Self-Paced)

Learn how to market your business on LinkedIn by optimizing your profile, using search features, and implementing paid advertising. This workshop covers the benefits of LinkedIn, how to leverage a personal profile, creating a company page, and measuring marketing success.

- Get an introduction to LinkedIn and its interface
- Learn how to optimize and leverage your personal LinkedIn profile
- Create and manage a LinkedIn company page
- Learn how to run paid advertising campaigns on LinkedIn

YouTube Marketing (Self-Paced)

In this hands-on training workshop, learn how to effectively use YouTube for social media marketing and develop a successful business content strategy. This workshop covers all aspects of video-based social media marketing, from creating a channel and editing content to monetization and using Shopify with YouTube.

- Learn the history of YouTube and its social impact
- Develop a successful social media strategy
- Create content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- How to identify and engage your target audience
- Building a following on YouTube
- Ad creation and optimization

Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced)

Discover the fundamentals of text-based social media marketing on platforms such as X (Twitter) and blogging. Gain insights into current trends and develop a strategic approach to marketing written content, including techniques for audience engagement and cross-platform blogging.

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Learn about marketing on X (Twitter)
- Fundamentals of content marketing
- How to set goals and metrics
- Establishing a brand through written content
- Marketing strategies for X (formerly known as Twitter)
- How to create and share blog posts

TikTok Marketing Course (Self-Paced)

Learn how to use TikTok for video-based marketing campaigns and create attention-grabbing content that drives sales and builds your following. This accelerated workshop explores the commercial side of TikTok and helps students develop a marketing strategy that works for them.

- Learn the history of TikTok and its social impact
- Develop a successful social media strategy
- Create visual content that increases engagement and drives sales

- Learn how to gain a following and expand your reach

Streaming for Social Media Course (Self-Paced)

Discover how to utilize streaming in your social media strategy with this class on OBS for Streaming. Learn how to set up content sources, connect to your streaming accounts, and reach your goals on Twitch, YouTube, and TikTok platforms.

- How to set up OBS for streaming
- How to stream to Twitch and its benefits
- How to stream to YouTube and its benefits
- How to stream to TikTok and its benefits

Social Media Industry & Portfolio Course (Self-Paced)

In this capstone course, discover social media marketing opportunities and how to optimize your online presence for job success. Topics include brand research, campaign development, networking strategies for LinkedIn, and more. Prepare for a career in social media management and content creation.

- Learn about earned-first creative thinking
- Develop original ideas and learn how to showcase them in a portfolio
- Optimize your résumé and LinkedIn profile
- Enhance your social media presence

Social Media Marketing Capstone Project (Self-Paced)

Throughout this program, you will complete a capstone project to showcase in your portfolio:

- Create a complete social media marketing strategy by researching, planning, and designing a multi-platform campaign that reflects clear brand objectives, audience insights, and creative direction.
- Apply best practices in platform selection, content creation, audience targeting, and KPI development to propose a cohesive and data-informed marketing plan.
- Document and present your work in a professional marketing presentation, showcasing your research, strategy, content mockups, and campaign recommendations using tools like Canva, Figma, or PowerPoint.
- Work on your capstone project both in and outside of class, using scheduled mentoring sessions to review your progress, ask questions, and get personalized feedback from your instructor.