



Digital Marketing: Technical Tools You Need to Modernize | Certificate Program

SUMMARY

- Students are introduced to the world of Digital Marketing – and how the implementation of technological tools can transform business.
- Students learn how to increase visibility and sales through Search Engine Optimization (SEO)
- Students are introduced to Customer Relationship Management (CRM) and how to streamline business processes by tracking, connecting and automating customer information.
- Students learn to utilize social media and content marketing tools such as emails, podcasts and blogs, to maximize their efficiency and their ROI
- **Certification is awarded after successfully completing the course requirements.**

TOPICS AND ASSESSMENTS BY WEEK

Note: All assignments are due on the ending Sunday of each week at 11:59 PM EST. Late work accepted only with instructor permission.

Week	Topics	Engagement	Individual Assessments
1	Search engine optimization (SEO): technology and application	Engagement-1	Individual Assessment-1
2	Customer relationship management (CRM): fundamentals and technology	Engagement-2	Individual Assessment-2
3	CRM integration, specifications, and connectivity	Engagement-3	Individual Assessment-3
4	Exploiting social media: channels and automation	Engagement-4	Individual Assessment-4
5	Social media: engagement of influencers	Engagement-5	Individual Assessment-5
6	Content marketing tools: email, webinars, podcasts and blogs	Engagement-6	Individual Assessment-6

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GRADING

INDIVIDUAL ASSESSMENTS: Individual assessments are untimed, multiple-choice exercises.

ENGAGEMENT: You must make at least 2 comments, per week. Your comments can either be newsfeed or discussion comments. For example, you can make 1 newsfeed and 1 discussion comment, 2 newsfeed comments or 2 discussion comments each week and receive full credit.