COURSE SYLLABUS

Digital Marketing Certificate

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://sdfm.graduateschool.edu/certificates/digital-marketing-bootcamp



CustomerRelations@graduateschool.edu • (888) 744-4723

Course Outline

This package includes these courses

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

Digital Marketing Strategy & Web Fundamentals

- Key skills needed to increase website traffic, generate leads, and drive 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 marketing performance to improve return on investment

Content Marketing Bootcamp

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

Email Marketing Bootcamp

Take a deep dive into the world of email marketing in this short course. Learn the qualities of a successful email marketing campaign, and optimize your own to grow subscriptions.

- The important role of email marketing in a marketing strategy
- Qualities of a great email marketing campaign
- How to optimize your email marketing strategy

SEO Bootcamp

- 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
- Conduct 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

- Introduction to Google Ads
- 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 and Display

- Campaign automation
- Display advertising with Google Ads

Google Analytics Bootcamp

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 interpret 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 to streamline data access
- Implement UTM parameters to track marketing campaign performance across platforms
- Learn retargeting strategies and build remarketing lists using Google Analytics data
- Apply best practices for leveraging data insights to optimize marketing and user engagement

Instagram Marketing Bootcamp

- Learn about Instagram and its social impact
- Develop a successful social media strategy
- Create visually engaging content that drives sales and increases engagement
- Learn how to gain a following and expand your reach

Facebook Marketing Bootcamp

Discover how to create and manage effective Facebook ad campaigns. Learn about business pages, Facebook groups, targeted ads, and audience targeting. Explore the Facebook algorithm, Meta Business Manager, and more in this 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
- Use Facebook paid advertising for increased engagement and profit

LinkedIn Marketing Bootcamp

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

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)

- 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

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

Social media today has a variety of ways to showcase yourself or your brand to a wide audience, including streaming. Streaming has been a key component of social media content for over a decade. Now, content creators can use applications such as OBS to create an interactive experience for their audience. In this class, you'll learn about the main streaming platforms, including Twitch, YouTube, and TikTok, as well as the fundamentals of setting up your stream using the free application OBS.

- 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

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.