

Google Digital Marketing & E-commerce Certificate

The Google Digital Marketing & E-commerce Certificate is designed to prepare learners for entry-level roles in digital marketing and e-commerce. Learners get hands-on practice using popular digital marketing and e-commerce tools, such as Shopify and Canva. We've partnered with employers including Deloitte, Crate & Barrel and Wayfair to provide feedback about the content, beta test the program, and share case studies about course topics.

Upon completing the Google Digital Marketing & E-commerce Certificate, program graduates will:

- Learn the fundamentals of digital marketing and e-commerce, including email marketing, marketing analytics & measurement, SEO / SEM, reaching customers & selling online, and building customer loyalty.
- Apply digital marketing and e-commerce skills to help businesses grow their online presence and sales.
- Get hands-on practice using popular digital marketing and e-commerce tools, such as Canva, Constant Contact, Hootsuite, HubSpot, MailChimp, Shopify, Twitter, Google Ads, and Google Analytics.
- Construct artifacts that can be gathered into a portfolio to show to potential employers.

Equipment Needed: All learners must have a computer with reliable internet to access course content. Reliable internet access is necessary to complete hands-on course activities. Headphones are also a good option for a noisy environment.

SEMESTER PLAN:

Below includes a detailed guide for you to follow as you complete the course work. The goal is to keep you on track to finish your certificate within the allotted timeframe.

Expectations and Best Practices

Online learning allows for the flexibility of working at your own pace to meet a deadline, but it's helpful to establish a routine to stay on target and remember when work is due! Here's one that has worked well for students previously:

- **Monday/Tuesday:** Review all new material for the week and watch all assigned videos by end of day on Tuesday.
- **Rest of the week:** Complete work at your own pace. Aim to complete at least one task each day, no matter how large or small. With work, you may complete core coursework on Saturdays and Sundays. *Reminder:* To ensure you are actively participating, discussion posts may require you to post multiple times throughout the week.
- **Sunday:** Typically, weekly assignments are due at the end of the day on Sunday. Review that you have completed each assignment for that week.

Now that you have reviewed the coursework guidelines, please take a moment to review a general breakdown of each course, and what material will need to be completed. As you work through this plan, reach out to your professor with questions, concerns, and if you need clarifications.

COURSE 1: Foundations of Digital Marketing and E-commerce

In this course, learners will be introduced to the job fields of digital marketing and e-commerce. They will explore entry-level jobs in digital marketing and e-commerce, and identify the roles and functions that those jobs play within an organization. The course also introduces the topics covered in the program.

Module Items

- 41 Videos
- 29 Readings
- 40 Quizzes
- 7 Discussion Prompts

COURSE 2: Attract and Engage Customers with Digital Marketing

In this course, learners will practice using search engine optimization (SEO), search engine marketing (SEM), and display advertising to attract and engage customers online. Learners will explore the stages of the marketing funnel and learn how to use digital marketing tactics to move customers through the stages. Learners will learn how to increase the quality and quantity of website traffic by understanding SEO fundamentals like keyword research, search engine algorithms, and link building. They will also learn about paid search and advertising, and explore tactics used to gain visibility and reach potential customers on search engine results pages, or SERPs.

Module Items

- 40 Videos
- 29 Readings
- 33 Quizzes
- 3 Discussion Prompts

COURSE 3: From Likes to Leads: Interact with Customers Online

In this course, learners will explore social media platforms and identify which platform is the most appropriate for specific business needs. Learners will learn how to create content for social media using graphic design principles for marketers and learn how to manage a social media presence. In addition, they will set goals and success metrics for social media ads.

Module Items

- 44 Videos
- 32 Readings

- 45 Quizzes
- 7 Hands-on Exercises

[COURSE 4: Think Outside the Inbox: Email Marketing](#)

In this course, learners will explore email marketing and cover topics like: creating an email marketing strategy, executing email campaigns, and measuring the results of those campaigns. They will also learn how to use mailing lists and utilize automation and workflows.

Module Items

- 37 Videos
- 27 Readings
- 29 Quizzes
- 10 Hands-on Exercises

[COURSE 5: Assess for Success: Marketing Analytics and Measurement](#)

In this course, learners will learn how to measure, manage, and analyze data from marketing campaigns using Google Analytics, Google Ads, and similar tools. Then, learn how to adjust a marketing budget according to insights extracted from key metrics. They will use A/B test results to optimize a campaign and identify metrics that define a campaign's success and analyze and visualize data and insights in spreadsheets and prepare presentations to share campaign progress or results with stakeholders.

Module Items

- 35 Videos
- 35 Readings
- 27 Quizzes
- 14 Hands-on Exercises
- 5 Discussion Prompts

[COURSE 6: Make the Sale: Build, Launch, and Manage E-commerce Stores](#)

In this course, learners will explore how businesses and individuals sell products online, including using popular platforms like Shopify. They will go through the process of creating a mock e-commerce store. To do this, learners will build a Shopify store, add the necessary information, and create product listings. They will explore how to reach customers online through e-commerce customer outreach methods like advertisements and campaigns.

Module Items

- 39 Videos

- 29 Readings
- 23 Quizzes
- 8 Hands-on Exercises
- 5 Discussion Prompt

[COURSE 7: Satisfaction Guaranteed: Develop Customer Loyalty Online](#)

In this course, learners will explore strategies for building customer loyalty in e-commerce. They will also explore specific tools to develop and maintain client relationships. At the end of the course, learners will work through a scenario that demonstrates their ability to deliver a successful e-commerce strategy. Finally, learners will wrap up the course by building professional development skills.

Module Items

- 33 Videos
- 26 Readings
- 16 Quizzes
- 11 Hands-on Exercises
- 5 Discussion Prompts