

DIGITAL MARKETING SCIENCE

ONLINE, MENTORED COURSE

PROGRAM CURRICULUM

Ziplines Education, a Silicon Valley-based education company, partners with colleges, universities, and other education-focused organizations to deliver innovative programs that prepare learners for the demands of today's economy.

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> OVERVIEW

This Digital Marketing Science 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. You will complete ten playbook assignments in which you will apply your learning to a real-world company to create your Strategic Digital Marketing Playbook. You will submit your assignments in the form of a playbook and get feedback from industry experts and peers.
- Industry-recognized certifications and qualifications, including Google Ads Search Certification, Google Analytics Certification, and HubSpot Email Marketing Certification.

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.

> OUR STUDENTS

Our course attracts learners who are motivated to expand their marketing knowledge and grow their careers. Their backgrounds are wide and varied, including traditional marketing, product marketing, entrepreneurship, design, degrees in computer science and liberal arts, military service, and even Olympic competition. Our program is ideal for anyone who identifies with one of the following profiles:

LAUNCH YOUR CAREER

Includes recent grads and current college students looking to enhance their area(s) of study and/or interest.

ACCELERATE YOUR CAREER GROWTH

Includes those with professional work experience; may be seeking a promotion or more responsibility but need to update their skill sets through further education; may be in a role outside of marketing but looking to expand professional potential by becoming more knowledgeable about other aspects of business; entrepreneurs seeking to grow their business by utilizing a set of digital marketing tools.

CHANGE YOUR CAREER

Includes those who may have spent several years in a single job or career and want to try something new; may have spent a few years out of the workforce as a stay-at-home parent and now want to return to work.

> YOUR TIME

You should expect to spend six to eight hours engaging with on-demand content created by industry experts, including hands-on activities and assignments in the online learning management system (LMS). Additionally, optional (but recommended) weekly live/online group sessions (two hours) are available for engaging in real time with peers, mentors, and industry experts.

> WHAT YOU'LL LEARN

MARKETING FUNDAMENTALS



- Terminology
- Influence and Customer Journey
- Measurement
- Sales & Marketing Alignment

MARKETING STRATEGY



- Competitor Research
- Customer Personas
- Customer Journey
- Content Strategy

MARKETING TACTICS



- SEO
- Paid Search
- Paid Social
- Email Marketing
- A/B Testing
- Full Funnel Engagement

MARKETING TECHNOLOGY



- Google Analytics
- Google Ads
- HubSpot Email Marketing
- Marketing Automation
- SEMRush
- AI and ChatGPT

> WHAT YOU'LL EARN

KNOWLEDGE AND EXPERIENCE



A university issued award of completion that verifies knowledge and hands-on experience relevant to the following roles:

- Marketing Manager
- Marketing Specialist
- Marketing Associate
- Digital Marketing Manager
- Digital Strategist

IN-DEMAND INDUSTRY CERTIFICATIONS



Well known credentials in several of the most in-demand technologies:

- Google Ads Search Certification
- Google Analytics Certification
- HubSpot Email Marketing Certification

> SCHEDULE

PRE-WORK:

Welcome to Digital Marketing Science (Course, tech, team, schedule, roadmap)

WEEK 1:

Introduction to Digital Marketing Science (Analyze the components of a digital marketing strategy)

WEEK 2:

Search Engine Optimization Fundamentals (Audit a company's SEO strategy)

WEEK 3:

Search Engine Marketing with Google Ads (Evaluate paid search campaigns, generate data-driven recommendations)

WEEK 4:

Google Analytics for Marketers (Select KPIs for a business and use data to optimize for conversion)

WEEK 5:

Introduction to Email Marketing (Use data to optimize an email marketing campaign)

WEEK 6:

Marketing Automation (Map an integrated customer journey as well as workflows to capture and nurture leads)

WEEK 7:

Social Media Marketing (Design an effective social media ad campaign)

WEEK 8:

Content Marketing (Define brand pillars for your content marketing strategy)

WEEK 9:

AI for Digital Marketing (Learn how to leverage Artificial Intelligence in digital marketing)

WEEK 10:

Create a Data-Driven Digital Marketing Plan (Create a plan for a real-world brand)

➤ FREQUENTLY ASKED QUESTIONS

WHAT TECHNOLOGY DO I NEED FOR THIS COURSE?

- A computer to access the LMS, live/online sessions, and Slack workspace
- A microphone (built-in, headphones, or headset)
- A webcam (built-in or USB plug-in) (optional, but recommended)
- Internet connection (broadband wired or wireless; 3G, 4G, or 5G/LTE)

WHO IS THE IDEAL CANDIDATE FOR THIS COURSE?

Characteristics of an ideal candidate include someone who is tech-savvy and inquisitive; driven and motivated to learn and apply new skills; curious about other disciplines in marketing; has a desire to understand and apply data; is a metrics-oriented multi-tasker, who can balance the time commitment required for the course with other responsibilities.

Our course is ideal for:

- Recent graduates
- Marketing professionals (1-5 years experience) looking to update their skill sets
- Experienced professionals re-entering the workforce
- Working professionals looking to make a shift into digital marketing or expanding potential by becoming more knowledgeable about other aspects of business;
- Entrepreneurs seeking to grow their business by utilizing a set of digital marketing tools

DO I NEED TO HAVE PREVIOUS MARKETING EXPERIENCE?

Not necessarily. Some material may be more advanced to those without any previous marketing experience, in which case the mentors would work with you to help fill the knowledge gap to ensure you are getting a full experience.

WHERE DOES THE COURSE TAKE PLACE?

You'll access on-demand content and assignments through our learning management system (LMS) and join the optional (but recommended) mentor-led live session once a week through our video conference platform. The LMS can be accessed from anywhere with an internet connection.

➤ CONTACT US

Any questions? We're here to help. Please reach out to digitalmarketing@ziplines.com.