Overview

This course provides students with a knowledge of digital marketing and an introduction to specializations within digital marketing. Foundational knowledge in the areas of content marketing, digital advertising, search engine optimization, social media, web development and analysis, and marketing automation is provided. Students gain a broad overview of digital marketing and an opportunity to explore specific areas of specialization within the field of digital marketing to understand how digital marketing is integrated within a firm’s overall marketing strategy.

Competencies

- **Digital Marketing Fundamentals**
  The graduate identifies digital marketing strategies to support an organization's mission and business goals.

- **Content Marketing**
  The graduate describes how content marketing supports an organization's mission and business goals.

- **Social Media**
  The graduate describes how social media marketing integrates with an organization's mission and business goals.

- **Search Engine Optimization and Digital Advertising**
  The graduate explains how search engine optimization and digital advertising support an organization's mission and business goals.

- **Web Development and Analysis**
  The graduate describes web development and analysis in support of an organization's mission and business goals.

- **Marketing Automation**
  The graduate describes how marketing automation supports an organization's mission and business goals.
Welcome to Digital Marketing! In this course, you will learn about digital marketing as a broad concept that includes specialized areas of content marketing, search engine optimization (SEO), digital advertising, social media, web development and analysis, and marketing automation. Readings, videos, and interactive learning checks and quizzes are presented in modules through the Acrobatiq learning platform. Unit tests are included for additional practice. The topics and pacing guide is available within the course introduction section to plan your progress. Reach out to your course instructors with any questions. Competency will be demonstrated by the successful completion of an objective assessment.

This course aligns with the content on the American Marketing Association's Professional Certified Marketer (PCM®) Digital Marketing certification exam.