

DIGITAL MARKETING

Online Certificate Program

OVERVIEW

This digital marketing certificate program begins with an overview of the digital marketing landscape, preparing you to implement a series of proven frameworks within your organization. The program then takes a detailed look at opportunities and strategies associated with leading channels and platforms including digital, mobile and emerging technologies. You will be guided, step by step, in assessing customer needs and marketing objectives and in creating your own digital marketing plans for both paid and owned media. By the end of this program, you'll pull your digital marketing ideas together into a single, integrated plan based on your organizational priorities and resources.



COURSES

4



COURSE LENGTH

2 weeks



FORMAT

100% online

COURSES

- Understanding the Digital Marketing Landscape and the Customer Funnel
- Assessing Opportunities in Paid Digital Media
- Assessing Opportunities in Owned Digital Media
- Implementing an Integrated Digital Marketing Plan



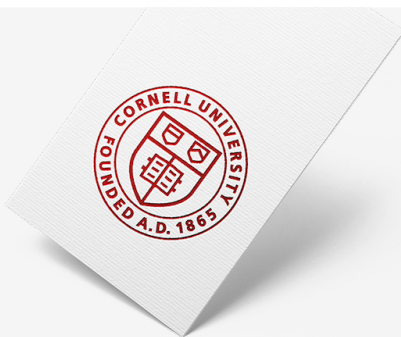
INSIDE *the* PROGRAM

KEY TAKEAWAYS

- Identify key players and types of companies involved in advertising and marketing on digital platforms
- Thoroughly assess customer needs and determine marketing objectives based on those needs
- Analyze opportunities and strategies associated with paid advertising on websites and digital platforms owned by other companies
- Analyze opportunities and strategies associated with content marketing and other initiatives on websites, social media pages, and digital platforms that you will control or own
- Develop a comprehensive marketing plan that establishes priorities and resourcing plans for the use of paid and owned media appropriate to your organization

WHO SHOULD ENROLL

- Marketing managers
- Product managers
- Entrepreneurs
- Any professional looking to move into digital marketing or improve their ability to converse with marketing team members



WHAT YOU'LL EARN

- Digital Marketing Certificate from Cornell Johnson Graduate School of Management
- 40 Professional Development Hours (4 CEUs)



COURSE DESCRIPTIONS

UNDERSTANDING THE DIGITAL MARKETING LANDSCAPE AND THE CUSTOMER FUNNEL

Given all the players, platforms and opportunities associated with digital marketing, it can seem overwhelming. Don't let that stop you! This course provides a clear overview of the digital marketing world. Discover how players such as ad networks, demand-side platforms and data management platforms interact with advertisers, agencies and publishers. Then learn how to use time-proven frameworks to assess your customers' needs and identify your primary marketing objectives. Once you've put that all together, you'll learn how to evaluate the performance of digital marketing campaigns.

ASSESSING OPPORTUNITIES IN PAID DIGITAL MEDIA

Using paid media, such as buying ad space on well-known websites, may be the fastest way to promote a product or service on digital platforms. In addition to display ads, paid media includes initiatives like search engine marketing, email marketing, video marketing, social media ads, and mobile ads.

This course provides a tour of opportunities and strategies associated with these various paid media channels, and guides you in drafting a paid media marketing plan that addresses your own marketing objectives.

It is recommended to only take this course if you have completed Understanding the Digital Marketing Landscape and the Customer Funnel or have equivalent experience.

ASSESSING OPPORTUNITIES IN OWNED DIGITAL MEDIA

Marketing within your own digital properties—such as your organization's website, blog or social media pages—is an effective way to build deeper relationships with existing customers and attract the attention of new ones.

This course covers the unique opportunities of “owned media” and how those differ from “paid media”. You will learn more about content marketing, search engine optimization, social media “fan pages”, mobile apps, and virtual reality apps and



COURSE DESCRIPTIONS

assess the relevancy of owned media initiatives for your own marketing objectives. By the end of this course, you will have a plan outlining a strategy for your own potential use of these channels.

Note: This course assumes that you have completed LSM515, or alternatively, are familiar with “customer funnel” and “customer journey” marketing models.

IMPLEMENTING AN INTEGRATED DIGITAL MARKETING PLAN

Properly utilizing digital marketing allows you to promote your products and services while building customer relationships through “paid media” and “owned media” initiatives. So how do you put them together to create a comprehensive, effective marketing plan?

This course will help you evaluate and combine your ideas to create a single, encompassing marketing plan. This plan will include the priorities, resourcing and performance metrics appropriate for your organization. Once complete, you will be able to immediately put this plan in place to drive results.

Note: This course assumes that you have completed the previous courses in this series, or alternatively, are familiar with the primary paid and owned digital media channels and are acquainted with “customer funnel” and “customer journey” marketing models.

These courses are required to be completed prior to starting this course:

- Understanding the Digital Marketing Landscape and the Customer Funnel
- Assessing Opportunities in Paid Digital Media
- Assessing Opportunities in Owned Digital Media