

## Digital Marketing Science Certificate Program

### Academic Plan as of spring 2025

#### **Program Description:**

This Digital Marketing Science certificate 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, and industry-recognized certifications and qualifications, including Google Ads Search Certification, Google Analytics Individual Qualification, and HubSpot Email Marketing Certification. You'll also learn about other digital marketing certifications offered from Marketo, The Trade Desk, and Facebook.

#### **Program Learning Outcomes:**

By the end of the Digital Marketing Science Certificate Program, students will be able to:

- Determine the appropriate key performance indicators for any type of website.
- Provide recommendations for optimizing an eCommerce website's conversion funnel.
- Make recommendations to a website on how it can improve its search engine rankings.
- Evaluate paid search campaign data and recommend changes that will improve conversion rates.
- Utilize knowledge of social media tactics to design an effective social media campaign.
- Analyze email marketing campaign data and recommend changes that will improve campaign effectiveness.
- Create a digital marketing strategy and plan with a target market, key messages, recommended channels, and lead capture recommendations for a real-world brand.
- Earn industry-recognized qualifications including: Google Ads Search Certification, Google Analytics Individual Qualification, and HubSpot Email Marketing Certification.

#### **Prerequisites and Admissions Requirements:**

High School Diploma or equivalent.

#### **Program Requirements:**

To earn the Digital Marketing Science Certificate Program, you must successfully complete the required course Digital Marketing Science (DM1010) for a total of 96.0 contact hours (9.6 CEUs).