**Course 1 Citations**

**Course 1: Foundations of Digital Marketing & E-Commerce**

Resources and Citations

**Week 1: Introduction to foundations of digital marketing and e-commerce**

[Welcome to the Google digital marketing and e-commerce certificate](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/UJHB1/welcome-to-the-google-digital-marketing-e-commerce-certificate)

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[Helpful resources to get started](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/supplement/d6uCJ/helpful-resources-to-get-started)

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* *Excel help & learning.* (n.d.). Microsoft Support. <https://support.microsoft.com/en-us/excel>
* *How to use Google Slides.* (n.d.). Google Help. <https://support.google.com/docs/answer/2763168>
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[Transferable skills for digital marketing and e-commerce](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/YlIBi/transferable-skills-for-digital-marketing-and-e-commerce)

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[Agency roles vs. in-house roles](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/5wo9b/agency-roles-vs-in-house-roles)

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[E-commerce, ecommerce, or eCommerce?](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/supplement/dO0uP/e-commerce-ecommerce-or-ecommerce)

* *A guide to C2C.* (2021, May 17). CopyPress. <https://www.copypress.com/kb/marketing-channels/a-guide-to-c2c/>
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**Week 2: The customer journey and the marketing funnel**

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* Digital marketing 101 - The 3 elements of successful ads. (2019, August 6). *GrowthRocks.* <https://growthrocks.com/blog/digital-marketing-101-ads/>

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[The customer journey and journey maps](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/6Tp7i/the-customer-journey-and-journey-maps)

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[The top of the funnel: Awareness and consideration](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/8OdXP/the-top-of-the-funnel-awareness-and-consideration)

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**Week 3: Digital marketing and e-commerce strategy**

[The value of brands for digital marketing](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/EE4EY/the-value-of-brands-for-digital-marketing)

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[Attract customers with search engine optimization](https://www.coursera.org/learn/foundations-of-digital-marketing-and-e-commerce/lecture/nEw6F/attract-customers-with-search-engine-optimization)

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**Week 4: Measure performance success**

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