



Item Navigation



Your learning journey

In this course, you learned about one of the fastest growing and changing digital marketing channels: social media marketing. From understanding the five core pillars, developing a campaign strategy, participating in social listening, improving engagement to using analytics to analyze data, this course covered a lot of material.

Let's reflect on how far you've come. Share 5–10 sentences addressing the following questions:

- Are there concepts or portions of content that you would like to learn more about?
- Is there anything unexpected or surprising that you have learned?
- Are there some responsibilities associated with the role of an e-commerce specialist or digital marketer that appeal to you more than others?

Then, visit the discussion forum to read what other learners have written. Choose two or more posts to comment on and help motivate fellow learners on their learning journey.

Participation is optional

Your Reply

Type your response here...

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Reply

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31 learners have submitted a response.

