





Getting started with the course

-  **Video:** Introduction to Course 2
4 min
-  **Reading:** Course 2 overview
20 min
-  **Reading:** Helpful resources to get started
20 min
-  **Discussion Prompt:** Meet and greet
10 min



- Create customer personas for your target audience
- Awareness and consideration marketing funnel stages
- Conversion and loyalty marketing funnel stages
- Review: Introduction to attract and engage customers with digital marketing

Helpful resources to get started

As a learner, you can complete this course only. However, to obtain a certificate, you must complete all the courses in the program. This reading describes what is required to obtain a certificate and best practices for you to have a good learning experience on the platform.





Course completion to obtain a certificate

To submit graded assignments and be eligible to receive a Google Digital Marketing and E-commerce Career Certificate, you must do the following:

- Pay the [course certificate fee](#) , or apply and be approved for a Coursera [scholarship](#) .
- Pass all graded assignments in the seven courses at the minimum passing level or above. Each graded assignment in a course is part of a cumulative grade for that course. The passing score for each course is 80%.







Healthy habits for course completion

Here is a list of best practices that will help you complete the courses in the program in a timely manner:


- **Plan your time:** Setting regular study times and sticking with them each week can help you make learning a part of your routine. Use a calendar or timetable to create a schedule, and list what you plan to do each day in order to break your work down into achievable goals. Create a quiet place to watch the videos, review the readings, and complete the activities so you can really focus on the material.
- **Work at your own pace:** Everyone learns differently, so this program has been designed to let you work at your own pace. Although your personalized deadlines start when you enroll, they are just a guide. Feel free to move through the program at the speed that works best for you. There is no penalty for late assignments; to earn your certificate, all you have to do is complete all of the work. If you prefer, you can extend your deadlines by returning to **Overview** in the navigation panel to click **Switch Sessions**. If you already missed previous deadlines, click **Reset my deadlines** instead.
- **Be curious:** If you find an idea that gets you excited, act on it! Ask questions, search for more details online, check out the links that interest you, and take notes on your discoveries. The little things you do to support your learning along the way will take your knowledge even further, open more doors in this high-growth field, and help you qualify for jobs.
- **Take notes:** Notes are useful-to-remember information that you think might be important in the future, especially as you’re preparing to enter a new job field. In addition, taking notes is an effective way to make connections between topics and gain a better understanding of those topics.
- **Chat (responsibly) with other learners:** If you have a question, chances are, you’re not alone. Reach out in the discussion forum to ask for help from other learners in this program. You can also visit Coursera’s [Global Online Community](#) . Other important things to know while learning with virtual classmates can be found in the [Coursera Honor Code](#)  and [Code of Conduct](#) .
- **Update your profile:** Consider [updating your profile](#)  on Coursera. This link appears in the menu when you click on your name at the top-right corner of this screen. When classmates find you in the discussion forums, they can click on your name to view your profile and get to know you more.

Documents, spreadsheets, and presentations for course activities

To complete certain activities in the program, you will need to use digital documents, spreadsheets, and presentations. Marketing professionals use these software tools to collaborate within their teams and organizations. If you need more information about using a particular tool, refer to these resources:

- [Microsoft Word: Help and learning](#) : Microsoft Support page for Word
- [Google Docs](#) : Help Center page for Google Docs
- [Microsoft Excel: Help and learning](#) : Microsoft Support page for Excel
- [Google Sheets](#) : Help Center page for Google Sheets
- [Microsoft PowerPoint: Help and learning](#) : Microsoft Support page for PowerPoint
- [How to use Google Slides](#) : Help Center page for Google Slides

Course glossary


This course will cover a lot of terms and concepts, some of which you may already know and some of which will be new. To remind yourself about what a term means, or to help you review concepts for graded quizzes, refer to the [Glossary](#)  for this course.

Course feedback

Providing feedback on videos, readings, and other materials is easy. With the resource open in your browser, look for the thumbs-up and thumbs-down symbols.

- Click thumbs-up for materials that are helpful.
- Click thumbs-down for materials that are not helpful.

If you want to flag a specific issue with an item, click the flag icon, select a category, and enter an explanation in the text box. This feedback goes back to the course development team and isn’t visible to other learners. All feedback received helps to create even better certificate programs in the future.

For technical help on the platform, visit the [Learner Help Center](#) .

