

Getting started with the certificate program

- Video:** Welcome to the Google Digital Marketing & E-commerce Certificate
7 min
- Reading:** Program and Course 1 overview
20 min
- Video:** Introduction to Course 1
1 min
- Ungraded Plugin:** Commit to completing the program
10 min
- Reading:** Helpful resources to get started
20 min
- Reading:** Digital Marketing & E-commerce Certificate glossary
20 min
- Reading:** Overview of program survey
10 min
- Ungraded Plugin:** Google Digital Marketing & E-Commerce Participant Entry Survey
5 min
- Discussion Prompt:** Meet and greet
10 min

What are digital marketing and e-commerce?

Careers in digital marketing and e-commerce

Review: Introduction to foundations of digital marketing and e-commerce

Program and Course 1 overview

Hello and welcome! This program has been specifically designed so every type of learner can be successful completing the seven courses for the Google Digital Marketing & E-commerce Career Certificate. These courses will help you prepare for an entry-level digital marketing coordinator or e-commerce specialist role. No prior experience in marketing or e-commerce is required.

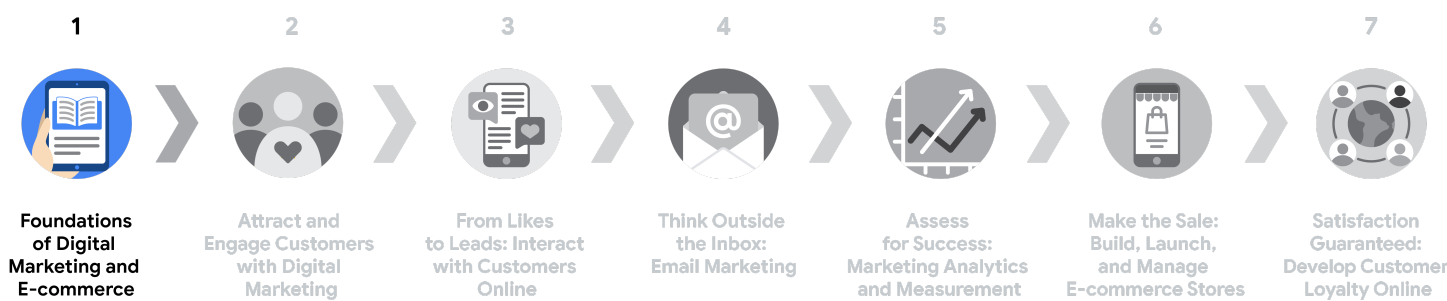
Become job-ready

Why are skills in digital marketing and e-commerce in such high demand? One reason is that the world is undergoing a digital transformation. A growing number of people get their news and information online and through digital subscriptions instead of from television, radio, or printed publications. As a result, marketing professionals recognize that they must connect with potential customers using digital media. Similarly, for some businesses, revenue from online sales can equal or even exceed revenue from in-store purchases. Businesses must grow their online sales competitively and retain both types of customers.

During each course in the program, you will complete activities that include practice in tools that many marketing and e-commerce specialists use every day. In doing so, you'll gain experience to effectively engage customers along each stage of their customer journey. By the end of this program, you'll understand how to work on search engine optimization projects, digital marketing campaigns, e-commerce strategies, customer loyalty programs, and more.

Course progress

The entire program has seven courses. **Foundations of Digital Marketing and E-commerce** is the first course in the series.



Course flow

- Foundations of Digital Marketing and E-commerce** —(current course) Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.
- Attract and Engage Customers with Digital Marketing** —Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.
- From Likes to Leads: Interact with Customers Online** —Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.
- Think Outside the Inbox: Email Marketing** —Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.
- Assess for Success: Marketing Analytics and Measurement** —Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.
- Make the Sale: Build, Launch, and Manage E-commerce Stores** —Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.
- Satisfaction Guaranteed: Develop Customer Loyalty Online** —Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

What to expect

Each course offers a series of lessons with many types of learning opportunities. These include:

- Videos** for instructors to teach new concepts and demonstrate the use of tools
- Readings** to introduce new ideas and build on the concepts from the videos
- Discussion forums** to share, explore, and reinforce lesson topics for better understanding
- Discussion prompts** to promote thinking and engagement in the discussion forums
- Self reviews** to practice tasks and check your results for accuracy or correctness
- In-video quizzes** to help your comprehension of content presented in videos
- Practice quizzes** to prepare you for graded quizzes
- Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

Tips for success

- It is strongly recommended to take these courses—and go through the items in each lesson—in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced throughout the program. They are designed to support your learning.
- When you encounter useful links in a course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Course 1 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course. Congratulations on choosing to take this first step to build your skills for a career in digital marketing and e-commerce. Enjoy the journey!

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

You'll find out what's in store for Course 1 and the whole certificate program. You'll also learn about the Coursera platform, procedures, and content types, and meet other learners in the program. Then, you'll learn about digital marketing and e-commerce basics, the tasks that people who work in these fields do, and the transferable skills you might already have. Finally, you'll get some tips for embarking on careers in this field.

Week 2: The customer journey and the marketing funnel

You will learn what digital marketing and e-commerce roles and departments do within organizations and how they create value. You'll also be introduced to marketing concepts, like the customer journey and the marketing funnel, that form the basis for much of what these roles do.

Week 3: Digital marketing and e-commerce strategy

You will explore the relationship between digital marketing and branding, and how businesses can leverage both to be successful. You'll investigate the elements of a digital marketing strategy, including goal setting, channel selection, and content planning. Then you'll learn about commonly used channels and platforms, like search engine optimization (SEO), search engine marketing (SEM), display advertising, social media marketing, and email marketing.

Week 4: Measure performance success

You will learn the importance of measuring results and common metrics to track. You'll also examine how digital marketers and e-commerce specialists use data to assess and improve performance and tell stories with data. You'll end the course by participating in optional content if you're interested in preparing for a job search.

