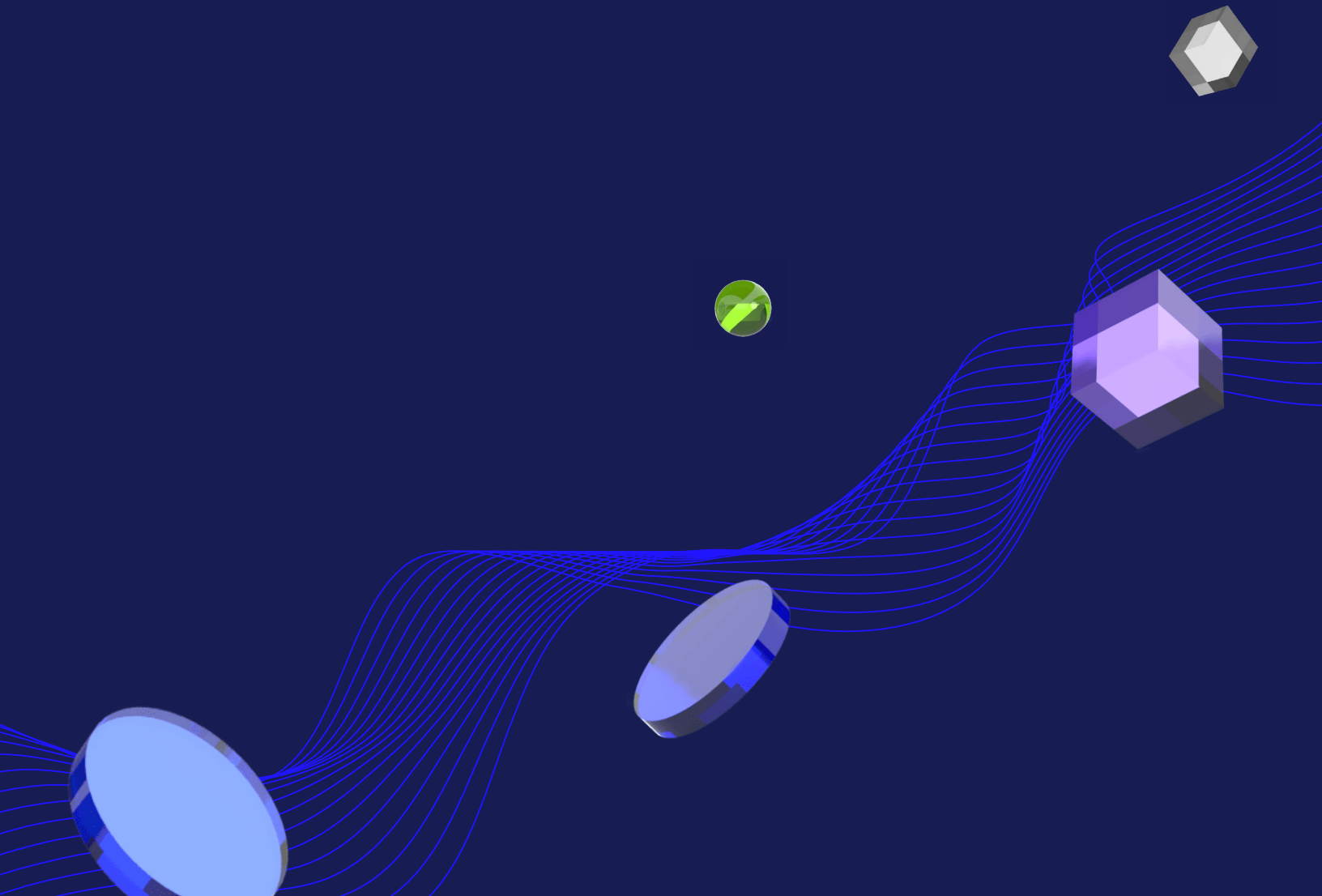**UDACITY**

SCHOOL OF BUSINESS

Digital Marketing

Nanodegree Program Syllabus

Overview

The first two courses of this digital marketing journey are designed to define a learner's business value proposition, marketing objectives and KPIs, target personas and customer journey, marketing channels, and content strategy. They will also have an opportunity to build more data-driven marketing insights about their customers and digital presence using Google Analytics and reimagine the future of their marketing capabilities by exploring newly emerging marketing technologies, what they can offer, and how they can adapt to the everchanging landscape of digital marketing.

Then, learners will build hands-on campaign skills with one of our five optional/elective courses in marketing channels—creating marketing content, amplifying their message through social media, making content discoverable in search, and running campaigns on a few major marketing platforms such as Facebook Ads and Google Ads.

Learning Objectives

A graduate of this program will be able to:

- Develop digital marketing strategies by setting up their own marketing framework of business goals, market insights, customer journey, marketing channels, and marketing objectives.

- Plan effective marketing content and channels that can maximize the ROI of their marketing campaigns.

- Analyze their audience and marketing performance along with newly emerging marketing technologies to upgrade their marketing strategies.

- Create a marketing campaign using the most effective channel to achieve their marketing objectives on popular marketing platforms such as Facebook and Google Ads.

Program information

Estimated Time

3 months at 10hrs/week*

Skill Level

Beginner

Prerequisites

No experience required

Required Hardware/Software

Learners must have access to:

- A Google account
- Bing Webmaster Tools or Google Site Manager
- Google Site Explorer or AHRefs
- Screaming Frog
- SERanking
- Google Ads account
- Spreadsheet
- Presentation tool

*The length of this program is an estimation of total hours the average student may take to complete all required coursework, including lecture and project time. If you spend about 5-10 hours per week working through the program, you should finish within the time provided. Actual hours may vary.

Marketing Fundamentals

Building a digital marketing strategy is a journey—let us be your guide. In this course, we offer a framework to help learners define their business's value proposition and branding and map out their customer journey, content strategy, and channels to achieve their business goals.

Course Project

Get Ready to Market

In this project, learners will strategize marketing plans for their own company or a sandbox company (Magnolia Coffee Company) we've provided. They'll summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market. Based on their framework, learners will map out the stages and touchpoints of their customer journey and plan different types of content and channels at each stage.

Lesson 1

Introduction to Digital Marketing Framework

- Become familiar with Udacity's digital marketing framework and how each part works together for your marketing strategy.

Lesson 2

Your Business Value

- Identify the business you market and their core components.
- Explain how a business' value proposition is a key starting point for marketers.
- Align the marketing strategy with the company branding strategy.

Lesson 3

Your Customer

- Build customer empathy maps and target personas.
- Build your customer journey in five stages.
- Map out the key touchpoints and stages of your customer journey.

Lesson 4

Marketing Channels

- Explain how different types of channels affect your marketing strategy.
- Recognize that your choice of marketing channels depends on your customer journey.
- Identify the most relevant marketing channels to suit your customer journey.

Lesson 5

Marketing Objectives & Performance

- Describe the role of marketing objectives, KPIs, and metrics.
- Identify relevant KPIs given marketing objectives.

Lesson 6

Plan Your Content

- Plan your marketing content by understanding your customer personas and classifying three types of content to serve them.
- Create and manage your content using creative storytelling and curation strategies.
- Develop execution plans to distribute, promote, and monitor your content by creating a content calendar.
- Identify the ideal type of landing pages or website structure to host your content.

Lesson 7

Working in Digital Marketing Roles

- Identify the key skills and experiences required to become a digital marketer or work for digital marketing projects.

Marketing Data & Technology

Measurability and data makes digital marketing powerful and rapidly expand everyday. Digital marketing can be tracked, so it can affect business goals and marketing efforts. In this course, learners will understand the value of marketing data and trending technologies and how popular marketing analytics tools, like as Google Analytics, can help them understand their audience, measure the success of their acquisition, understand engagement efforts, and evaluate their user's conversions to their goals.

Course Project

Using Data & Technology to Create Successful Digital Marketing Strategies

In this project, learners will explore marketing data to build data-driven insights for their marketing plans. Using data and Google Analytics, learners will answer questions and derive key insights about audience, behavior, and conversions from existing marketing efforts. They'll also identify key areas of focus or change for their marketing plans.

Lesson 1

Marketing Data for Your Business

- Define the value of marketing data that can shape your business strategies.
- Utilize the key metrics that can answer your marketing questions.

Lesson 2

A/B Testing & Attribution Models

- Identify how to track and collect relevant data for your marketing campaigns.
- Define the most common testing method and analytics models in marketing.

Lesson 3

**Google Analytics Pt. 1:
Getting Started & Audience**

- Set up a Google Analytics account and navigate the basic features and principles of Google Analytics.

- Analyze meaningful characteristics or patterns about an audience by understanding their profile and demographics and user trends in Google Analytics.

Lesson 4

**Google Analytics Pt. 2:
Acquisition, Behaviors &
Conversion Tracking**

- Identify the most effective marketing channels for acquisition plans by reviewing Acquisition Reports by channel.

- Analyze user behaviors by understanding the common metrics and their definitions in Google Analytics and reviewing popular and engaging content.

- Evaluate user behaviors in landing pages and websites in relation to acquisition channels and exit points.

- Identify the most effective conversion funnels to achieve a goal by using Google Analytics eCommerce Reports and evaluating the effectiveness of multiple channels in a conversion.

Lesson 5

**Marketing Technology
& eCommerce**

- Review the big picture of marketing technologies in the market to keep apprised of the ever-changing marketing landscape.

- Identify the most effective marketing technology platforms or tools that can help you achieve your business goals.

- Develop plans to build eCommerce capabilities for your marketing strategies.

Lesson 6

**The Future of Digital
Marketing**

- Identify newly emerging marketing trends and technologies that can evolve your marketing strategies.

- Apply agile marketing principles to adapt your marketing strategies to the ever-changing landscape of digital marketing.

Social Media Marketing (Elective)

Social media has become one of the most powerful marketing tools available. In this course, learners will explore the differences between the main social media platforms, the importance of planning, how to manage their social media presence, how to build community, leveraging organic and paid to advertise, creating effective content for multiple platforms, and actually creating 3 campaigns.

Course Project

Marketing Your Content

In this project, learners will build a real social media campaign strategy for a skincare brand. The project includes researching and creating an organic advertisement strategy and a paid advertisement strategy as part of a social media marketing campaign. Learners will be provided with numerous resources that include information related to business goals and campaign objectives, past campaign performance data, audience personas, and other information to help you build an effective strategy.

Lesson 1

Social Media Marketing Fundamentals

- Explain why it is important to understand the social media landscape.
- Plan to map social media channels to your customer needs and journey.

Lesson 2

Organic Social Media Campaigns

- Identify the most effective content type and format for a social media platform.
- Implement your campaigns using appropriate tools to manage your community and monitor the performance.
- Identify the key metrics to measure the impact of social media campaigns.

Lesson 3

Paid Social Media Campaigns

- Explain basic elements of social media advertising and its pricing models.
- Identify the most effective social advertising platforms for your marketing objectives.

Lesson 4

Introduction to Facebook-Meta Ads

- Set up your advertising account at Facebook.
- Build a target audience using demographics, interests, and behaviors to identify custom and lookalike audience.

Lesson 5

Creating & Managing Ad Campaigns in Facebook-Meta

- Develop plans for ad placements, budget, and schedule to create your ad.
- Evaluate your ads by reviewing the ad performance and setting up A/B tests.

Course 4

Search Engine Optimization (SEO) Essentials (Elective)

Search engines are an essential part of the online experience. Learn how websites are optimized in search engine results including link-building, keywords, and UX design, and conduct a search engine optimization audit with recommendations for optimizing a website.

Course Project

Conduct an SEO Audit

In this project, learners will evaluate a website audit and recommend actions to optimize its ranking in search engine results. They'll also analyze competitors' websites and offer, in ranked order, strategies for search engine optimization.

Lesson 1

Intro to SEO

- Explain why SEO is important for your marketing efforts to drive traffic from the search engine.
- Identify where in the customer journey SEO can be most effective.

Lesson 2

Keywords

- Build your keyword list and evaluate the list with the keywords that have high volume, low difficulty, and high opportunity.

Lesson 3

On-Site SEO: Optimize UX & Design

- Evaluate how SEO utilizes the site structure to enhance the visibility of your websites on search engines.

Lesson 4

Link Building

- Define and use types of links and methods of link building to build impact.
- Use link-building tools for competitive research and link analysis.

Lesson 5

SEO Audit & the Future of SEO

- Determine and compare audit priorities.
- Develop recommendations based on audit findings.

Search Engine Marketing (SEM) (Elective)

Optimizing visibility in search engine results is an essential part of digital marketing. Reinforcing findability through search engine marketing (SEM) is an effective tactic to achieve your marketing objectives. In this course, learn how to create, execute, and optimize an effective ad campaign using Google Ads.

Course Project

Evaluate a Google Ads Campaign

In this project, learners will be be building and evaluating the performance of a Google Ads search campaign. For the first part of the project, they'll create their campaign from identifying the product and/or brand and working all the way to the KPIs. For the second half of the project, they'll evaluate an existing campaign and provide optimization suggestions based on the provided data.

Lesson 1

Intro to SEM

- Build the structure of your Ad Groups based on marketing objectives, customer segments, and keyword searches.

Lesson 2

Keywords

- Develop Keyword lists with both short-taill and long-tail keywords.

Lesson 3

Ads

- Engage searchers by strategically developing the four components of dynamic and text ads and selecting appropriate ad extensions for your market.

Lesson 4

Ad Rank & Maximum CPC Bid

- Explore the relationship between Ad Rank and CPC Bid, and budget for your Maximum CPC Bid.

Lesson 5

Metrics & Optimization

- Develop key performance indicators.
- Evaluate the key metrics and run A/B tests to optimize SEM.
- Optimize your keywords by identifying specific keywords and using match types and negative keywords.

Course 6

Digital Advertising (Elective)

Display advertising was the first form of advertising on the web. It's still a powerful marketing tool strengthened by new platforms like mobile, new video opportunities, and enhanced targeting. In this course, learn how display advertising works, how it is bought and sold (including in a programmatic environment), how to set up a display/video advertising campaign using Google Ads, and strategies for effectively reaching audiences across multiple channels.

Course Project

Plan a Multichannel Ad Campaign

In this project, learners will develop a plan to effectively run a multichannel shopping campaign, featuring display, shopping, and YouTube video ads. They will first measure the effectiveness of previous advertising campaigns and recommend ad optimizations based on these results. Learners will then evaluate multichannel test results to determine whether these recommendations will achieve their marketing objective. Using the previous results, they will plan their next multichannel campaign and provide recommendations to further optimize their display and YouTube video ads.

Lesson 1

Audience Fundamentals

- Identify the key players, ad types, and benefits for digital advertising.
- Describe the flow of an ad and advertising dollars from an advertiser to a publisher in an ad marketplace.
- Explain the methods and challenges when collecting and targeting audiences using first and third party user data.

Lesson 2

Multichannel Formats

- Select the right display and native ad formats to engage audiences across web and mobile app channels.
- Select the right video and emerging ad formats to engage audiences across streaming channels.
- Explain the value of using responsive display ads and testing to drive return on ad spend for retail ads.

Lesson 3

Programmatic Technology

- Select the right metrics and audience targeting options for your programmatic ad buy along the customer journey.
- Explain the different metrics for brand and performance ads to measure results across the customer journey.
- Differentiate the methods and pricing models used to buy display ad inventory programmatically.

Lesson 4

Campaign Planning

- Set your bid, budget, and testing strategy based on your advertising goal.
- Select the right targeting tactics to reach audiences on the Google Display Network and YouTube.
- Select the right video ad formats and specs to engage audiences on YouTube and its video partners.

Lesson 5

Campaign Management

- Manage your account and control your campaigns through Google Ads' self-serve platform.
- Create display and video campaigns and measure the results using Google Ads.
- Optimize your campaigns through recommendations, automation, experiments, and ad groups using Google Ads.

Email Marketing (Elective)

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you'll learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

Course Project

Market With Email

In this project, learners will plan and prepare an email marketing campaign for a Sandbox product (Company A or B) or for their company's product/service. They will write an email and evaluate the results of an email campaign.

Lesson 1

Email List Generation

- Design effective and secure contact forms by understanding the opt-in process and legal requirements in email advertising.
- Build your subscriber list for your emails with contact forms using MailChimp.

Lesson 2

Create an Effective Email Campaign

- Draft clear, concise, and compliant copy for each email element.
- Create an email using MailChimp.

Lesson 3

Create an Email Plan

- Create an email plan by understanding different types of email campaigns and building an email calendar.

Lesson 4

Measure Results

- Analyze the results of your email campaign using the key metrics such as open rate and conversion rate.
- Use A/B testing and segmentation to improve your content and better target specific subscribers.

Meet your instructors.

Dawn Raquel Jensen

VP of Customer Experience

Dawn Raquel Jensen merges social media, marketing, training, and strategy together as an embedded CMO to organizations and business owners. She received her EMBA from the Quantic School of Business & Technology. Dawn resides as VP of Customer Experience and an adjunct professor in social media for Seminole State College.

Benjamin Kepner

CEO of Global Social Media Marketing

Benjamin is a CEO of Global Social Media Marketing, Udacity instructor, Google For Education Certified Trainer, and Digital Workshop Center Google Ads & Google Analytics instructor. Benjamin holds a BBA in marketing for international business from the University of Georgia and 50 digital marketing certifications.

Erica Reid

Digital Marketing Manager

Erica Reid is a digital marketing consultant with a specialization in social media marketing. She formerly worked as digital marketing manager for Sysco Foods, Phillips 66, and Shell Oil Company, where she led content development and brand strategy for various platforms. Erica has a MA in digital communication from NYU.

Matt Bailey

Founder & Lead Trainer at SiteLogic

Matt Bailey is founder and lead trainer at SiteLogic, and teaches digital marketing to the world's biggest brands and most recognized universities. With over 25 years in digital marketing and a Master of Education in instructional design, he is known for his dynamic training style and ability to simplify complexity.

Liana Gross Furini

Performance Marketing Manager

Liana Gross Furini is a digital marketing specialist, with 10+ years of experience. She is well versed in all types of paid media, and more recently have been focusing her career on paid social and paid search. Liana holds a bachelor's degree in advertising and a master's degree in social communications.

John Triggs

Product Leader

John Triggs is a product leader who helps businesses connect with customers through digital marketing technology. He has led teams at Amazon, Capital One, and comScore. He has also helped clients achieve marketing goals through digital automation, personalization and insights. He has a Duke MBA and a UVA systems engineering degree.
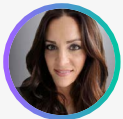
Jen Crompton

Digital Marketer & PR Professional

Jen Crompton is a digital marketer, writer, and PR professional that has worked with companies of every size across most industries. She formerly served as an adjunct at Philadelphia University and a mentor for Count Me In for Women's Economic Independence. Jen earned her degrees from Ursinus College and Rowan University.

Udacity's learning experience
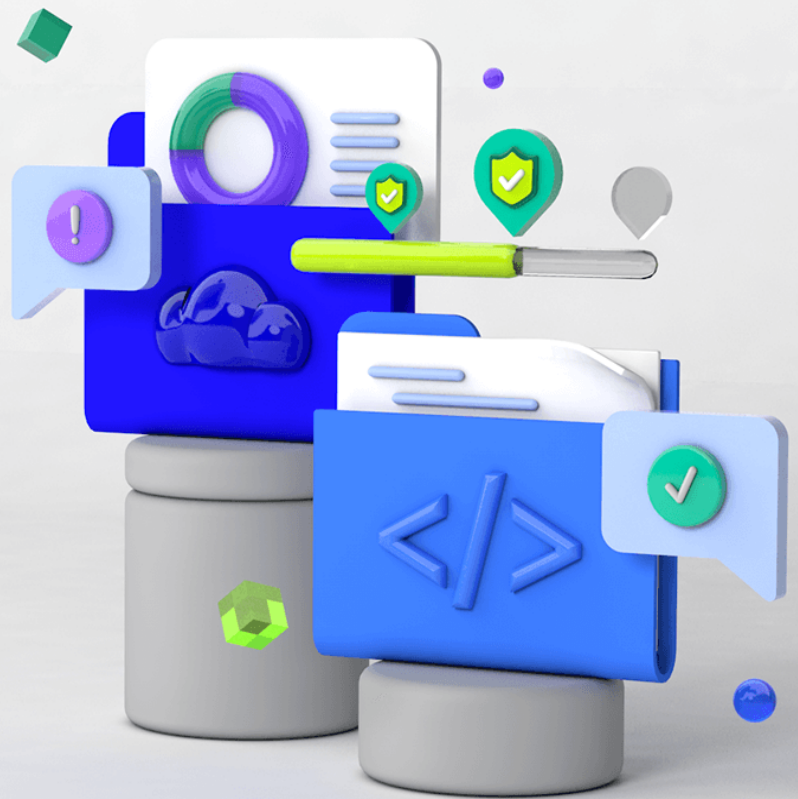
Hands-on Projects

Open-ended, experiential projects are designed to reflect actual workplace challenges. They aren't just multiple choice questions or step-by-step guides, but instead require critical thinking.

Quizzes

Auto-graded quizzes strengthen comprehension. Learners can return to lessons at any time during the course to refresh concepts.

Knowledge

Find answers to your questions with Knowledge, our proprietary wiki. Search questions asked by other students, connect with technical mentors, and discover how to solve the challenges that you encounter.

Custom Study Plans

Create a personalized study plan that fits your individual needs. Utilize this plan to keep track of movement toward your overall goal.

Workspaces

See your code in action. Check the output and quality of your code by running it on interactive workspaces that are integrated into the platform.

Progress Tracker

Take advantage of milestone reminders to stay on schedule and complete your program.

Our proven approach for building job-ready digital skills.
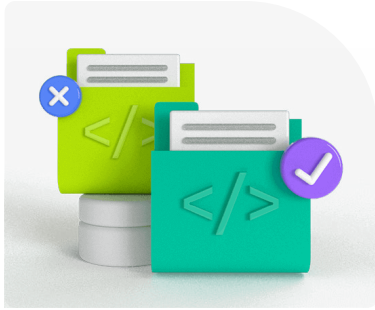
Experienced Project Reviewers

Verify skills mastery.

- Personalized project feedback and critique includes line-by-line code review from skilled practitioners with an average turnaround time of 1.1 hours.
- Project review cycle creates a feedback loop with multiple opportunities for improvement—until the concept is mastered.
- Project reviewers leverage industry best practices and provide pro tips.
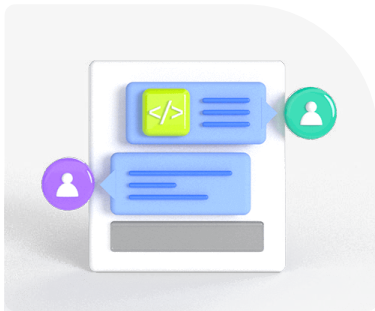
Technical Mentor Support

24/7 support unblocks learning.

- Learning accelerates as skilled mentors identify areas of achievement and potential for growth.
- Unlimited access to mentors means help arrives when it's needed most.
- 2 hr or less average question response time assures that skills development stays on track.
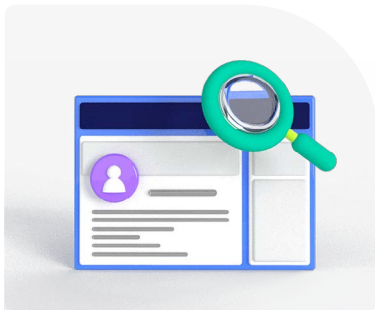
Personal Career Services

Empower job-readiness.

- Access to a Github portfolio review that can give you an edge by highlighting your strengths, and demonstrating your value to employers.*
- Get help optimizing your LinkedIn and establishing your personal brand so your profile ranks higher in searches by recruiters and hiring managers.
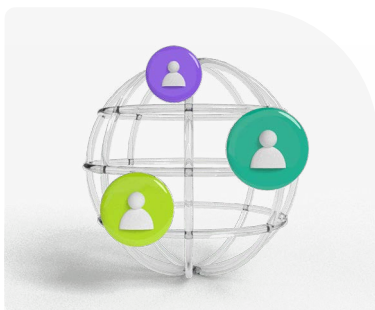
Mentor Network

Highly vetted for effectiveness.

- Mentors must complete a 5-step hiring process to join Udacity's selective network.
- After passing an objective and situational assessment, mentors must demonstrate communication and behavioral fit for a mentorship role.
- Mentors work across more than 30 different industries and often complete a Nanodegree program themselves.

*Applies to select Nanodegree programs only.

UDACITY

Learn more at

www.udacity.com/online-learning-for-individuals →