

Curriculum

Digital Marketing Certificate



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WHY DWC?

2

certificates: DWC plus the Google
Digital Marketing & E-commerce
Certificate



Why Digital Marketing?

The world of marketing a business has shifted to measurable, cost effective digital methods. Consumers learn about and purchase products online in ways drastically different than in the past. For any business, there are modern skills and strategies required to reach your audience, while also learning about data-driven consumer trends.

Our Digital Marketing Certificate is built for students who want to design marketing strategy and execute it with current tools: SEO, Google Ads, social media, email, Google Analytics, and AI marketing tools used throughout the program.

Every student also completes the Google Digital Marketing & E-commerce Certificate at no extra cost, so you finish with two credentials and a portfolio that shows real campaign work.



PROGRAM LENGTH*

198 total hours.
66 total sessions
of 3 hours each.



TARGET STUDENT

Beginner



PRE-REQUISITES

Basic Digital
Literacy is
required.

*Additional coursework may need to be completed outside of class time.

Possible Digital Marketing Career Paths

Digital marketing skills are needed in every industry: any business that sells online needs people who can plan, run, and measure campaigns.



BRAND MANAGER

At the intersection of all aspects of marketing, brand managers oversee all branding decisions to ultimately result in stronger sales for a company's brand.



SOCIAL MEDIA ANALYST

By having a deep understanding of social media platforms, social media analysts track and analyze data/ trends to help businesses make informed marketing decisions to grow their digital presence.



PRODUCT MARKETING MANAGER

Product Marketing Managers (PMM) are responsible for developing, implementing, and promoting strategies and marketing campaigns to increase the demand of a product.



CONTENT STRATEGIST

Through creating, managing, and curating content for various social media platforms and mediums, content strategists have the skills to engage audiences and promote a brand's message.

Performance Based Objectives

Upon successful completion of this program, students will:

- ✓ Understand and design digital marketing strategy
- ✓ Explore business and consumer strategies
- ✓ Determine a value proposition
- ✓ Explore customer segments
- ✓ Define user personas and target audiences
- ✓ Explore essential digital marketing tools including search engine optimization (SEO), social media, social media advertising, email marketing, and pay-per-click (PPC) ads using Google Ads
- ✓ Dive into effectiveness with Google Analytics
- ✓ Understand basics of content creation and content marketing
- ✓ Review the role of AI within the digital marketing world
- ✓ Examine customer engagement and retention
- ✓ Improve storytelling and persuasion marketing
- ✓ Plan budgets and understand the economics of digital spend
- ✓ Create a comprehensive digital marketing plan and present a final Capstone project

WHY DWC?

1 on 1

career counseling and mentoring included



Curriculum

All instruction for this program is held on Zoom. You will be able to access class Zoom links through your student portal. The Digital Marketing Program (Live) meets three times per week for 3 hours per session on a fixed schedule.

MODULES		HOURS*	SESSIONS
MODULE 1	Digital Marketing Strategies	18	6
MODULE 2	Marketing Tools	90	30
MODULE 3	Marketing Analytics	27	9
MODULE 4	Content Creation and AI Tools	18	6
MODULE 5	Advanced Digital Marketing Strategies	27	9
MODULE 6	Portfolios and Capstone Project	18	6
Total		198	66

*All schedules are approximate and subject to change. Your instructor reserves the right to alter this calendar as circumstances may dictate.



MODULE 1 / 18 HRS / 6 SESSIONS

Digital Marketing Strategies

In Module 1, students will begin their program by examining effective methods to create digital marketing strategies. Understanding a company's audience and value proposition, students will learn how to create user personas and define the key performance indicators (KPIs) for their strategic plan. By the end of this module, each student will have defined the essentials of an effective marketing plan to be utilized throughout the program.

- Explore and define Business and Consumer Strategy
- Determine core components of a business (value proposition, business model, customer)
- Discussion of Project One. Homework for each week will allow students to generate elements of their midterm project. Project 1 culminates with a presentation to the class
- Discussion of Final Project and our Portfolios (Due at end of course). Define a Case Study (and how to keep project notes)
- Explain your business model and compose an elevator pitch
- Define digital marketing, exploring its evolution and the current landscape
- Understand segments and the role segmentation plays in marketing
- Identify your audience and build a target persona

ALUMNI SUCCESS STORIES



"If you want your business to be successful, you need a digital footprint and you need the skill set to have it."

Crystal G.
DWC Digital Marketing Alum

[READ TESTIMONIALS](#)

MODULE 2 / 90 HRS / 30 SESSIONS

Marketing Tools

In Module 2, you will go beyond the strategy to explore the tools that are the pillars of digital marketing today. Diving into SEO, social media campaigns, PPC advertising, and email marketing will give students a foundation of how the tools work. Furthermore, it will give each student the knowledge on how to apply their strategy to attract the right audience.

Search Engine Optimization (SEO)

- Keyword Research
- On-Page Optimization
- Off-Page Optimization
- Site Architecture
- SEO & Content Marketing
- Analytics & Reporting

Social Media & Social Media Advertising

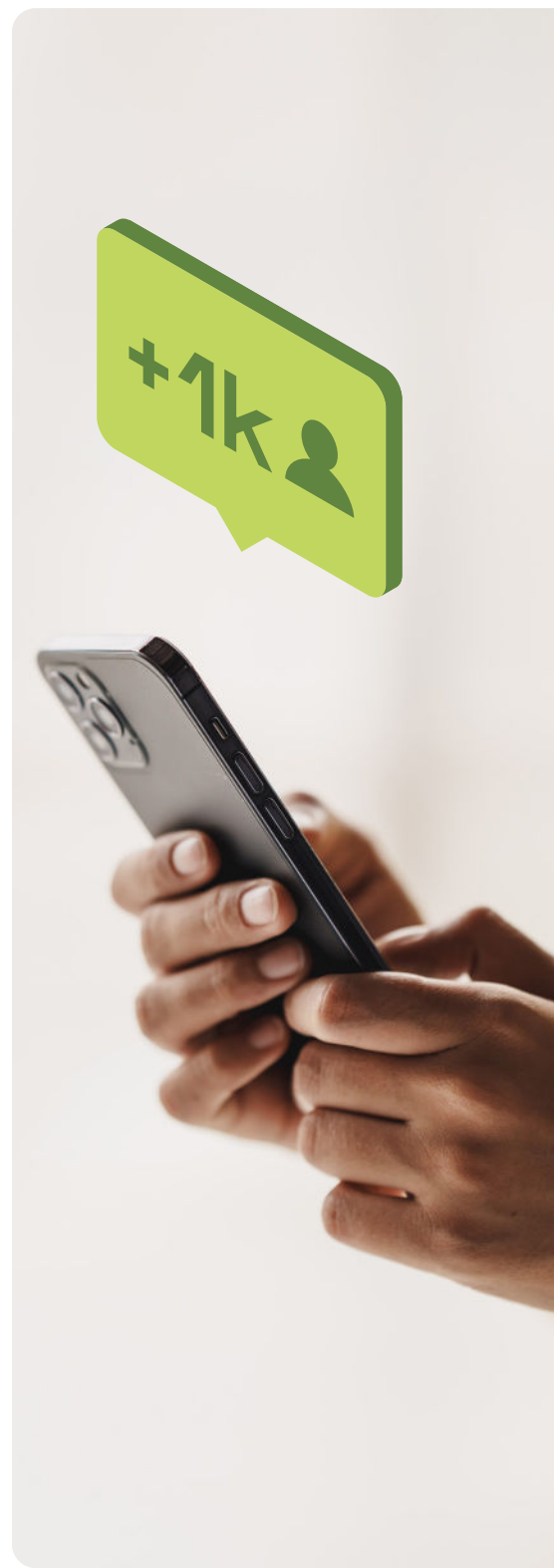
- How is Marketing Evolving?
- Determining the Best Use of Social Media
- Overall Marketing Integration
- Social Media Myths & What Not to Do
- Tips & Tools
- How to use Social Media Effectively & Efficiently
- SM Advertising & Meta Business Manager
- Compare Social Media platforms and tools
- SM Analytics
- Using AI tools to generate content

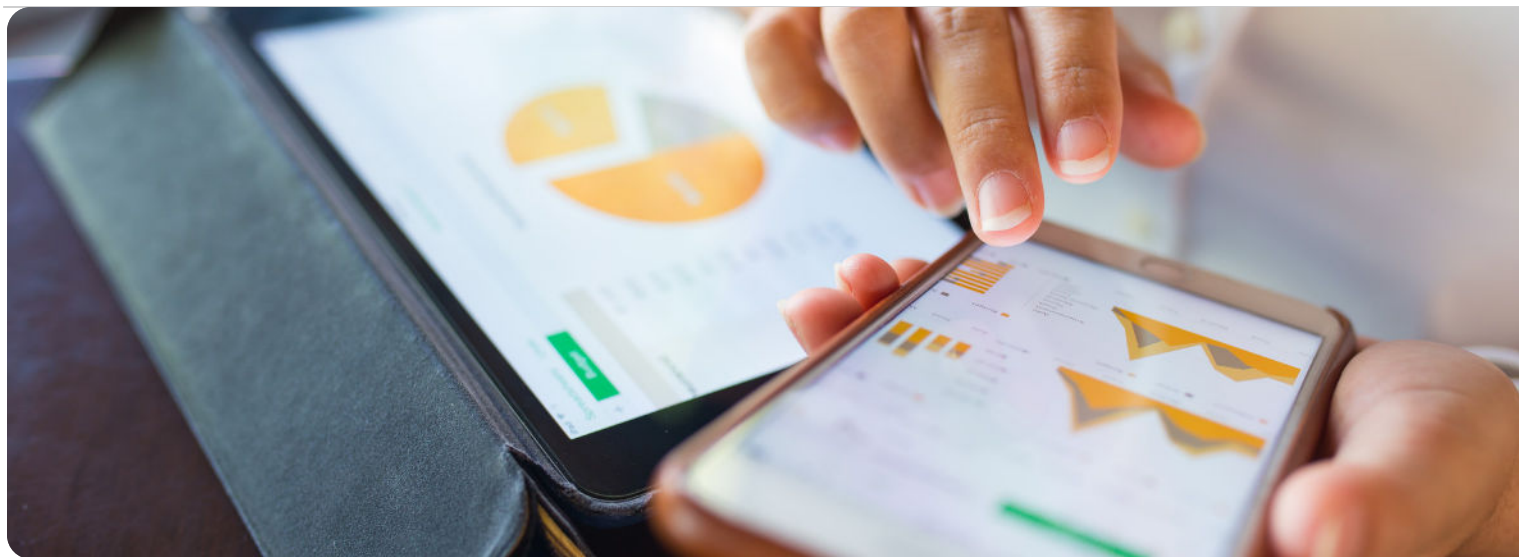
Email Marketing

- Getting Started with Email Marketing
- Exploring Email marketing platforms
- Introduction to Marketing Automation
- Email list building strategies
- Creating & Sending Campaigns
- Opportunities & Resources
- Email Marketing Best Practices

Paid Search / Google Ads

- Strategy and advanced pay-per-click (PPC) concepts
- Creating a Google Ads Account
- Creating PPC Ad Campaigns
- Optimizing Keywords
- Advanced Campaign Types
- Writing Ads in Google Ads
- Analyzing and Reporting Campaign Performance
- Managing Bidding and Budgets
- Advanced Google Ads



**MODULE 3 / 27 HRS / 9 SESSIONS**

Marketing Analytics

In Module 3, students will explore ways to measure the effectiveness of their strategy. Once a strategy has been deployed, digital marketing analytics provide limitless ways to measure if your audience is aligning to your messaging and marketing efforts. By the end of this module, each student will know how to read Google Analytics reports and use that knowledge to make smarter business decisions.

- Google Analytics Introduction
- Admin Interface
- Reporting Interface
- Google Analytics Best Practices
- Advanced Google Analytics
- Custom Analytic reporting
- Analyzing reports with Excel
- Dashboards

ALUMNI SUCCESS STORIES



"Look at the Digital Workshop Center to see if it provides those skills at a much more affordable cost than traditional college would."

Kathy B.
DWC Alum

[READ TESTIMONIALS](#)

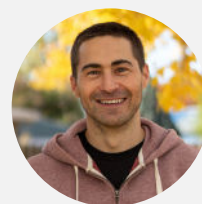
**MODULE 4 / 18 HRS / 6 SESSIONS**

Content Creation and AI Tools

In Module 4, there is an emphasis on learning how to create content. In digital marketing today, there is a constant need to create content that aligns to the strategy. Knowing how to create content and take advantage of AI tools gives you valuable job skills that employers want to see. By the end of this module, students will be able to evaluate their user personas and create content to market directly towards them.

- Introduction to Canva
- Creating content for digital marketing campaigns
- Comparing Canva to Adobe Photoshop
- Using stock imagery
- More with Canva for campaigns
- Creating logos
- Understanding raster vs vector graphics
- Using AI tools for content creation
- Understanding the role of AI within digital marketing

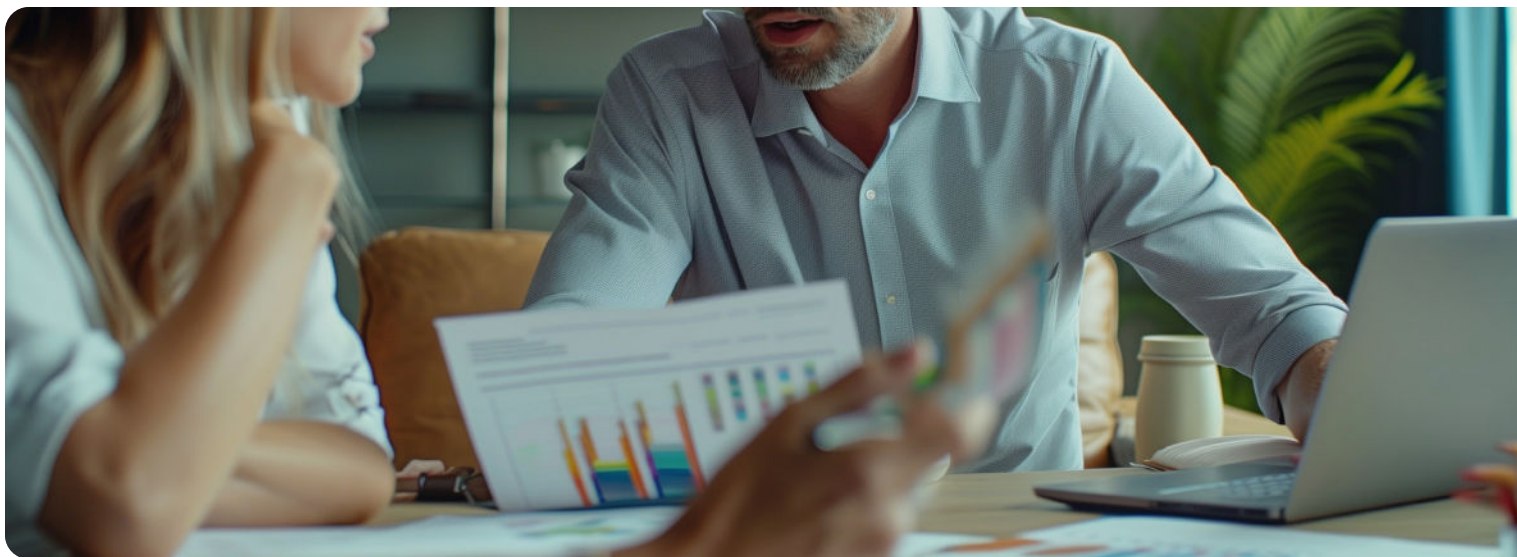
ALUMNI SUCCESS STORIES



"That's what was great (about your instructors) because he is part of the graphic design world. His career is so vast. So we're learning technical skills, but he was also giving us a lot of real world situations..."

Michael W.
DWC Alum

READ TESTIMONIALS

**MODULE 5 / 27 HRS / 9 SESSIONS**

Advanced Digital Marketing Strategies

In Module 5, students will expand on ways to speak directly to their customer base and improve storytelling and retention. Each student will examine ways to evolve their original strategy with the tools in mind, and continue to experiment with ways to attract the right audience. By the end of this module, each student will have a better understanding of a marketing plan as a living and ever-changing guide for their company's marketing efforts.

- Content Marketing
- Where & How to Share Content
- Customer engagement & retention
- Customer Voice
- Storytelling & Persuasion Marketing
- Setting Your Budget

ALUMNI SUCCESS STORIES

"And so I just think the experience all together was, I don't know, it was very nice. It was nice to be in a small space, but actually be close to people where we could talk and ask questions and provide feedback back and forth."

Clark H.
DWC Digital Marketing Alum

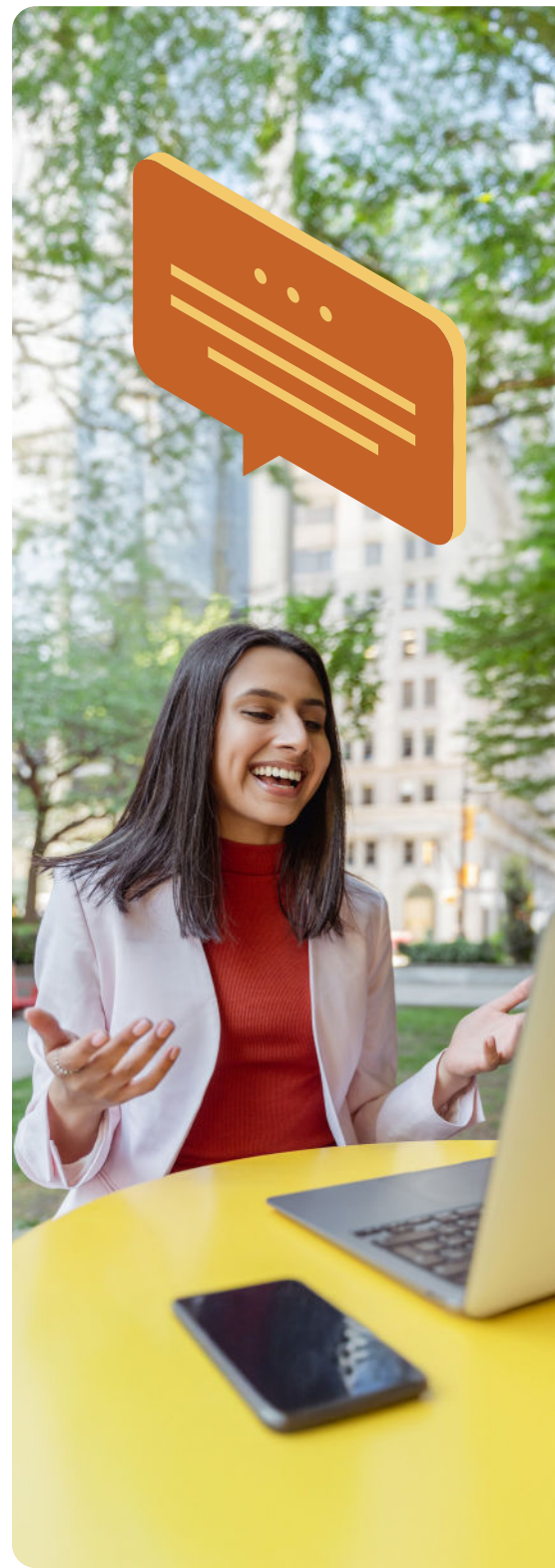
[READ TESTIMONIALS](#)

MODULE 6 / 18 HRS / 6 SESSIONS

Portfolios and Capstone Project

In Module 6, students have an opportunity to put their finishing touches on their marketing plan as part of their portfolio. In addition, as students begin to look after graduation and to the next step of their career path, our instructors will provide extensive mentorship on what the job market trends look like, and how to prepare to find work as a marketing professional. At the end of this module, students will present their final Capstone project and receive critique from their peers.

- Finding work as a marketing professional
- Digital Marketing Interviews
- Portfolio: further planning, review marketing portfolios, critiques
- Work sessions with other students, with instructor, and solo to work on portfolio, project, and case study.
- Final Presentations and Critique
- Completing the Google Digital Marketing & E-commerce Certificate



Pace & Schedule

At Digital Workshop Center, we know that how you choose to learn is one of the key factors driving your success. Combining live online learning through Zoom and individualized support, all students have access to a personalized and mentored learning experience.

Learn online. With guidance every step of the way.

DWC students have access to career coaching, Slack channels, and team support throughout the program.

Your program is a small live cohort of students, all learning together in a live lecture format on a set class schedule.

Length	About 6 months
Time Commitment	198 hours
Career Services Support	Yes
1:1 With Instructors	Yes

Why Digital Workshop Center?

DWC has delivered live, instructor-led career training nationwide since 2006. Most digital marketing training is a self-paced video library where no one reviews your campaigns, or a large bootcamp where the instructor teaches to the middle.

At DWC you learn in a small live cohort with an experienced marketing instructor and graduate with the DWC Digital Marketing Certificate, a professional certificate issued by Digital Workshop Center, plus the Google Digital Marketing & E-commerce Certificate.

Included with tuition, for every student:

- ✓ Admissions advisors from pre-enrollment through your first day
- ✓ The Google Digital Marketing & E-commerce Certificate
- ✓ A portfolio strategy and a live Capstone critique
- ✓ One-on-one career coaching on your resume and job search
- ✓ Tech support by Slack, email, or phone while you train
- ✓ Parker Dewey micro-internships and the DWC alumni community

WE OFFER SCHOLARSHIPS

You may only apply for one of the following scholarships:

Tech Skills Scholarship

For unemployed, dislocated workers, or those looking to up-skill, re-skill, or add new skills

Women in Tech Scholarship

For women looking to re-skill, up-skill or add new skills in a technology career

Next Mission Scholarship

For eligible U.S. veterans and qualifying service members

[LEARN MORE](#)

WHERE OUR GRADS HAVE BEEN HIRED



Ready to Transform Your Career in Just 3 Simple Steps?

STEP 1

Talk to an Advisor

Schedule a quick 15-minute meeting with a student advisor. Ask questions about the enrollment process, tuition, schedules & more.

[SCHEDULE MEETING](#)

STEP 2

Discover the Digital Workshop Center Difference

Experience our unique approach before you commit. Attend our mandatory program orientation to get a feel for our hands-on, practical teaching style.

[LEARN MORE](#)

STEP 3

Easy Enrollment

Begin your journey effortlessly with our straightforward online application. It's fast, easy, and your first step towards a brighter future.

[APPLY NOW](#)

Contact Us

Phone: [970-980-8091](tel:970-980-8091)

Email: info@digitalworkshopcenter.com

Have Questions?

Have questions about our programs? Reach out to our admissions team for more help.

[CONTACT US](#)