



## Digital Marketing Syllabus

**Delivery Method:** *Online, Asynchronous*

**Contact:** [support@mindedge.com](mailto:support@mindedge.com)

**Prerequisites/Co-requisites:** *None*

**Required Texts and Resources:** *MindEdge course bundle*

### **Course Description:**

This online course introduces learners to the principles, strategies, and technology of digital marketing. Video commentary from marketing professionals provides insight into the challenges and best practices of the field. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to demonstrate their knowledge of digital marketing and practice relevant skills.

Topics covered in the course:

- Content Marketing
- Search Engine Optimization
- Paid Search/Paid Advertising
- Conversion Rate Optimization
- Digital Marketing Strategy
- Web Analytics
- Google Analytics
- Marketing Automation
- Social Media Marketing
- Mobile Marketing

For any questions or concerns related to content, IT, and accommodations, please contact [support@mindedge.com](mailto:support@mindedge.com)

Students will have access to the course for 1 year. Completion of all components of the material will take approximately 35 hours. Students are able to self-pace their progress through the material, as all content is delivered online and asynchronously.

### **Grading:**

A student's grade in the course will be based on their performance on a final, cumulative exam. The final exam is composed of 50 multiple-choice questions. Students will have 2 hours to complete the exam.

If students do not earn a passing score of 70% on their first attempt, they will have the opportunity to take the exam 2 additional times (3 total attempts). Students must wait 24 hours between exam retakes.

**Honor Code:**

At MindEdge, we believe in the power of online learning and the power of learners to improve their lives through education. We believe in the honesty and integrity of our learners and the ability of our courses to further competencies in critical subjects crucial to personal and professional development.

When taking MindEdge courses that may confer college credit equivalency, we use additional measures to ensure the integrity of end-of-course exams and projects. This includes the use of online proctoring software. End-of-course exams are those built in a self-contained MindEdge “course” — separate from the material used for learning review and study. It’s expected that learners focus exclusively on the exam when taking the exam.

- Referencing the course materials used for learning is not permitted.
- Reviewing other course materials on separate devices or screens is not permitted.
- Working in tandem or communicating with others — either in your immediate proximity or via digital methods (text, chat, FaceTime, etc.) — is not permitted.
- Using alternate browsers or browser windows and search engines of any kind to aid in answering exam questions is not permitted.

The use of the proctoring software is to help ensure these activities don’t happen. Learners are expected to abide by the proctoring process, including the verification of a learner’s true identity as the registered exam taker by providing appropriate and valid identification.

Should the proctoring process raise any flags of suspicion on the items above, MindEdge will contact the learner with the information provided by our provider.

Should MindEdge have sufficient proof that the rules of this honor code were not followed — the learner will not have the opportunity to earn college credit or other continuing education units, as applicable. Any applicable fees paid to any party to take the course are not eligible for a refund of any kind.

**Learning Objectives**

Below, learning objectives are listed according to topic.

**Content Marketing**

- Define content marketing and explain how it relates to social media and SEO
- List the major types of content used in content marketing and explain the strengths of each

- Explain the purpose and goals of a content marketing plan
- Describe the online marketing funnel and explain which types of content are appropriate for which stages of the funnel
- Articulate the advantages of audience targeting and audience segmentation
- Explain the role of influencers in content marketing
- Describe the process of channel management, and explain why it is important to furthering your marketing goals
- Articulate the unique importance of video to content marketing campaigns
- Explain the importance of measuring your campaign's effectiveness, and list the major performance metrics
- Identify the advantages of repurposing content
- Define a content audit and explain its importance in content marketing

### **Search Engine Optimization (SEO)**

- Address SEO as a business process, identifying how it fits within traditional communications and marketing roles
- Define the components of a web page and how each contributes to search engine rankings
- Describe how search engines find and rank web site content
- Identify strategies for enhancing search engine ranking

### **Paid Search/Pay Per Click Advertising (PPC)**

- Explain the purpose of paid search (pay-per-click) advertising
- Define search marketing, search engine marketing (SEM), and search engine optimization (SEO)
- Describe the search process and the search buying cycle
- Recognize how to set PPC account goals and measure them
- Explain how to build a PPC account and estimate conversion rates
- Identify effective bidding strategies
- Describe different types of keyword searches
- Explain how to use keyword planners and other tools
- Describe how to use keyword matching and negative keywords
- Describe the benefits of paid search (pay-per-click) and the parts of an ad
- Explain how dynamic keywords and different ad extensions are beneficial
- Relate how a marketer can segment B2B and B2C searchers
- Describe the difference between mobile and desktop ads and landing pages
- Explain how to optimize a landing page
- Understand the difference between search and display advertising
- Describe display ad formats and the importance of contextual advertising
- Identify components of an effective paid search report
- Describe the pros and cons of A/B versus multivariate testing

- Explain how to manage the PPC channel and why editors are useful

### **Conversion Rate Optimization**

- Define conversion rate and the many factors that contribute to it
- Identify the components of a digital marketing campaign and the role each component plays in conversion rate optimization
- Identify strategies for enhancing conversion rates

### **Digital Marketing Strategy**

- Identify the differences between an integrated and non-integrated digital marketing strategy
- Describe the five stages of a digital marketing strategy (Research, Plan, Execute, Measure, Analyze and Adjust)
- Explain how digital marketing elements can address strategic needs
- Describe the customer journey and how it applies to digital marketing
- Explore the use of a digital SWOT in assessing marketing efforts
- Recognize the components of a SMART goal
- Describe the use of the Plan, Do, Check, Act model in digital marketing
- Explain how lessons learned are integrated into digital marketing
- Describe the key ethical and legal issues in digital marketing

### **Web Analytics**

- Define web analytics
- Define key terms used in web analytics
- Explain the difference between search engine optimization (SEO) and search engine marketing (SEM)
- Describe the difference between metrics and KPIs
- Describe what segmentation is and how it can improve the usability of a website
- Describe what dashboards are and why they are useful
- Identify what should go into a dashboard
- Define the difference between implicit and explicit data
- Explain the use of dynamic content
- Describe landing page optimization best practices
- Articulate the importance of experimentation and testing in web analytics
- Explain the differences between A/B and multivariate testing
- Identify where a visitor is in the buying cycle and purchase funnel
- Define common e-commerce metrics
- Describe how surveys and qualitative information is used in web analytics
- Identify when it is appropriate to include developers and page tagging

### **Google Analytics**

- Describe the basic concepts behind Google Analytics, including metrics, dimensions, and goal-tracking
- Know how to set up a Google Analytics Account and the tracking code that pulls data from websites and applications
- Understand organizational targets for analytics and visitors and recognize how to track and measure those targets using goals and goal values
- Describe the differences between dimensions and metrics and how they are used to analyze web traffic
- Define session duration, bounce rate, pages per session, page views, and how each plays a role in how digital marketing efforts are measured
- Understand how views, filters, and segmentations work in digital analytics
- Describe SEO and how it impacts web traffic
- Explain how to use Google Analytics for Ecommerce, B2B, and content publishing

### **Marketing Automation**

- Define marketing automation and explain its value
- Define key terms used in marketing automation
- Explain the key components of marketing automation
- Define the buying cycle and the online marketing funnel
- Explain the aspects of prospect intent in a buying cycle (AIDA)
- Identify the key considerations in developing a content strategy
- Name the major marketing channels
- Define and explain what customer value is
- Define the advantages of a single customer view
- Describe the functions of a CRM system and an email marketing system
- Discuss the types of data that are useful in lead capture
- Explain the use of explicit and implicit data in lead nurturing
- Articulate the value of lead scoring
- Define strategies for building customer loyalty
- Describe different methods of marketing automation measurement and control

### **Social Media Marketing**

- Define social media, name several platforms, and explain the benefits and drawbacks of using each platform
- List the spheres of reputation according to the Harris Poll and explain how social media can be used to manage each sphere of an organization's reputation
- Describe why and how a company should monitor social media
- Explain various strategies for engaging with audiences via social media, and the aims of each form of engagement
- Understand how to set social media marketing objectives that correlate to specific sales and growth goals

- Describe how to integrate social media with mobile, email, and a hub website, and describe the advantages of doing so
- Demonstrate the difference between organic and paid reach and list the factors that influence reach on various social media platforms
- Explain how to reach influencers
- Identify how to quantify the time and human capital that should be devoted to a social media marketing campaign

## **Mobile Marketing**

- Define mobile marketing and explain its benefits
- Identify the major types of mobile devices
- Explain the differences among the marketing efforts of large, medium-sized, and small businesses
- Consider the purposes of mobile marketing regulations
- Examine the key policies, guidelines, and/or organizations in the mobile marketing industry
- Identify various methods for locating mobile users
- Distinguish mobile-dedicated websites from responsive design websites
- Describe the various types of mobile advertisements
- Explain how loyalty programs and mobile coupons can enhance mobile marketing efforts
- Discuss the benefits of location-based services
- Consider how to choose the right mix of mobile marketing channels
- Define key metric categories and explain the use of channel-specific metrics