Digital Marketing

COURSES INCLUDE:

- Engagement & Nurture Marketing Strategies
- Content, Advertising & Social IMC
- Search Engine Optimization Fundamentals
- The Business of Social
- Advanced Content and Social
- Tactics to Optimize SEO
- Marketing Analytics
- Digital Analytics for Marketing
- Professionals: Marketing Analytics in Theory

This Course Collection will provide employees with the tools and techniques they will need to succeed in a digital marketing environment.

Who this is for
Marketing professionals or those who incorporate digital marketing techniques into their daily work.
What is Social?

DESCRIPTION

The “What is Social?” MOOC is for business owners, executives, and marketing professionals who want to significantly improve their abilities to grow their social strategy using effective, proven methodologies. This hands-on, “how to” program won't just tell you how to grow your professional persona using social – you will actually do it!

TOPICS

- Introduction to Social Marketing
- Social Trends
- The Business of Social
- Social Overview

PRACTICE

- Quizzes: 4
- Peer-Reviewed Assignments: 1
- Programming Assignments: 0

TAUGHT BY

Randy Hlavac
Medill School of Journalism, Media, Integrated Marketing Communications
Digital Marketing

SKILLS ACQUIRED
- Social Media
- Writing
- Marketing Strategy
- Social Media Marketing
- Social Marketing

Northwestern University

Engagement & Nurture Marketing Strategies

DESCRIPTION
In this course, you’ll see real-world best practice examples and learn what metrics they use to gauge success. You will also learn the importance of infographics and the impact a well-designed landing page can have on your bottom line.

TOPICS
★ Social Strategy Overview
★ Engagement Strategy
★ Nurture Marketing Strategy
★ Developing a Great Blog

TAUGHT BY
Randy Hlavac
Medill School of Journalism, Media, Integrated Marketing Communications

SPECIALIZATION
Social Media Marketing

RATING
4.7 out of 5 stars ★★★★★

TIME
- 6.5 hours total
- 1.6 hours per week
- 3.3 hours of video
- 3 assignment hours

PRACTICE
- 3 Quizzes
- 1 Peer-Reviewed Assignments
- 0 Programming Assignments

Link to course
Digital Marketing

SKILLS ACQUIRED
- A/B Testing
- Social Media Marketing
- Marketing Strategy
- Social Media
- Advertising

Northwestern University

Content, Advertising & Social IMC

DESCRIPTION
Want your content to go viral? Who doesn't! It takes a thoughtful, integrated approach to make content that stands out in our increasingly oversaturated world. In this course, you will learn how marketers are successfully navigating today's media landscape.

TOPICS
★ Content Strategy
★ Advertising
★ Social Integrated Marketing Communications (IMC)
★ Measuring Your Social Programs

PRACTICE
- 4 Quizzes
- 1 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION Social Media Marketing
RATING 4.7 out of 5 stars ★★★★★

TIME
- ~6.1 hours total
- ~1.6 hours per week
- ~2.7 hours of video
- ~3.4 assignment hours

TAUGHT BY
Randy Hlavac
Medill School of Journalism, Media, Integrated Marketing Communications

Link to course
Digital Marketing

**SKILLS ACQUIRED**

- Social Media Marketing
- Social Media
- Social Marketing
- Budget
- A/B Testing

**The Business of Social**

**Northwestern University**

**DESCRIPTION**

In a 2014 study of CEOs and CMOs, IBM found 63% wanted social strategies which generate business metrics while only 20% of businesses worldwide actually have them. This means strategies which not only grow your company's social footprint but link to your sales and marketing systems.

**TOPICS**

- ★ Legal Considerations
- ★ Metrics
- ★ Performance
- ★ Management

**PRACTICE**

- ★ 4 Quizzes
- 0 Peer-Reviewed Assignments
- 0 Programming Assignments

**SPECIALIZATION**

Social Media Marketing

**RATING**

4.7 out of 5 stars ★★★★★

**TIME**

- ~4.5 hours total
- 1.2 hours per week
- ~1.8 hours of video
- ~2.7 assignment hours

**TAUGHT BY**

Randy Hlavac
Medill School of Journalism, Media, Integrated Marketing Communications

Link to course
Digital Marketing

DESCRIPTION

This course examines how digital tools, such as the Internet, smartphones, and 3D printing, are revolutionizing the world of marketing by shifting the balance of power from firms to consumers. Marketing in a Digital World is one of the most popular courses on Coursera with over 150,000 Learners and is rated by Class Central as one of the Top 50 MOOCs of All Time.

SKILLS ACQUIRED

- Digital Marketing
- Marketing
- Marketing Mix
- Pricing Strategies
- Pricing

TOPICS

★ Digital Tools for Developing Innovative New Products
★ Digital Tools for Persuading Customers to Buy Your Products
★ Digital Tools for Distributing Your Products
★ Digital Tools for Setting the Right Prices

PRACTICE

- Quizzes: 4
- Peer-Reviewed Assignments: 8
- Programming Assignments: 0

TIME

~25.5 hours total
~6.4 hours per week
~5.9 hours of video
~19.6 assignment hours

SPECIALIZATION

Digital Marketing

RATING

4.6 out of 5 stars ★★★★★

TAUGHT BY

Aric Rindfleisch
John M. Jones Professor of Marketing

Link to course
Digital Marketing for Marketing Professionals

DESCRIPTION

Learn the introductory theory and strategy behind marketing analytics that provides marketers with the foundation needed to apply data analytics to real-world challenges they confront daily in their professional lives. This course is part of the IMBA offered by the University of Illinois, a flexible, fully-accredited online MBA at an incredibly competitive price.

TOPICS

★ Course Overview and Digital Influence on Marketing
★ Basics of Web Analytics
★ Basic Analytics Techniques and the Data
★ Promise and Pitfalls of Digital Data

PRACTICE

4 Quizzes
4 Peer-Reviewed Assignments
0 Programming Assignments

SPECIALIZATION

Digital Marketing

RATING

4.5 out of 5 stars ★★★★★

TIME

~11.3 hours total
2.8 hours per week

~2.1 hours of video
~9.2 assignment hours

TAUGHT BY

Kevin Hartman
Instructor of Department of Business Administration
Marketing Analytics

DESCRIPTION
Organizations large and small are inundated with data about consumer choices. But that wealth of information does not always translate into better decisions. Knowing how to interpret data is the challenge—and marketers in particular are increasingly expected to use analytics to inform and justify their decisions.

SKILLS ACQUIRED
- Marketing Performance Measurement And Management
- Marketing Analytics
- Experiment
- Marketing
- Brand Equity

TOPICS
- ★ Marketing Resource Allocation
- ★ Metrics for Measuring Brand Assets
- ★ Customer Lifetime Value
- ★ Regression Basics

PRACTICE
- ★ 5 Quizzes
- ★ 2 Peer-Reviewed Assignments
- ★ 0 Programming Assignments

RATING
4.5 out of 5 stars ★★★★★

TIME
- ~17.4 hours total
- 3.5 hours per week
- ~4.5 hours of video
- ~9.5 assignment hours

TAUGHT BY
Rajkumar Venkatesan
Bank of America Research Professor of Business Administration
Digital Marketing

SKILLS ACQUIRED
- Search Engine Optimization
- Optimization
- Search Algorithm
- Semantics
- Google

Introduction to Search Engine Optimization

DESCRIPTION
Ever wonder how major search engines such as Google, Bing and Yahoo rank your website within their searches? Or how content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users? Welcome to the world of Search Engine Optimization (SEO).

TOPICS
★ Getting Started & Introduction to SEO
★ Evolution of SEO
★ Current SEO Best Practices
★ SEO of Today, Tomorrow and Beyond & Course Wrap-Up

PRACTICE
- 4 Quizzes
- 1 Peer-Reviewed Assignments
- 0 Programming Assignments

SPECIALIZATION
Search Engine Optimization (SEO)
RATING 4.6 out of 5 stars
TIME
- 7.6 hours total
- 1.9 hours per week
- 2.8 hours of video
- 4.8 assignment hours

TAUGHT BY
Rebecca May
SEO Manager, LeadQual
Optimizing a Website for Search

DESCRIPTION
Learn the ins and outs of optimizing a website, from conducting an initial audit to presenting your findings and recommendations. Hands-on activities include learning how to select and apply appropriate keywords throughout a website, incorporating keyword research in a content marketing strategy, and optimizing a site for local search.

TOPICS
★ Introduction
★ Advanced On-Page SEO
★ Local SEO
★ Creating an SEO Campaign

PRACTICE
- Quizzes: 4
- Peer-Reviewed Assignments: 1
- Programming Assignments: 0

SPECIALIZATION
Search Engine Optimization (SEO)

RATING
4.7 out of 5 stars ★★★★★

TIME
- Lessons total: 2.6 hours
- Lessons per week: 2.6 hours
- Video: 3.7 hours
- Assignment: 5.5 hours

TAUGHT BY
Rebecca May
SEO Manager, LeadQual
Advanced Content and Tactics to Optimize SEO

DESCRIPTION
Discover the content marketing and social media ecosystems and how these interconnected channels drive search results to a website. Leverage content marketing and social media as part of your SEO strategy, and how to use influence marketing to establish a website's authority.

TOPICS
- Introduction
- Social Media Marketing
- Influence Marketing
- Creating World Class Content

STUDY MATERIAL
- 4 Quizzes
- 1 Peer-Reviewed Assignments
- 0 Programming Assignments

TIME
- 6.8 hours total
- 1.7 hours per week
- 2.9 hours of video
- 3.9 assignment hours

SPECIALIZATION
Search Engine Optimization (SEO)

RATING
4.4 out of 5 stars

TAUGHT BY
Eric Enge
Co-Author of "The Art of SEO"