Digital Marketing Syllabus

Career Bootcamp

16 Weeks

Online

Part-Time

Why Digital Marketing?

Pursuing a career in **Digital Marketing** is a great option for those who want to be part of the ever-evolving world of **online marketing**. Digital marketing offers a range of exciting career opportunities and allows professionals to work in an exciting and dynamic field.

Digital marketing is a rapidly growing field, as **companies of all sizes** have come to see the value of having an online presence. Digital marketing professionals can help businesses reach their goals by creating strategy that **drives ROI**.
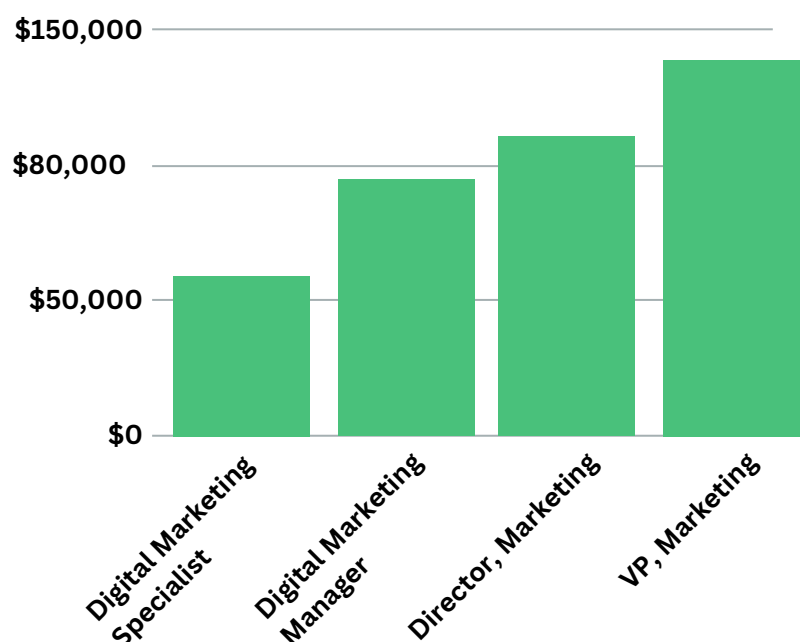
Starting Out

First Job Title

Digital Marketing Specialist

U.S. Average Salary
$55,340
Data from ZipRecruiter, 2023

Career Trajectory

$150,000	
$80,000	
$50,000	
$0	

Digital Marketing Specialist · Digital Marketing Manager · Director, Marketing · VP, Marketing

How You Will Learn

Professional Instruction

You will learn through instruction provided by an industry expert instructor that will guide you through our job-ready curriculum in the form of industry mentorship, lectures, coding challenges, projects, and labs.

Online Learning

- Part-Time
- 16-Week program

Unlimited Career Services Support

Unlimited carer support until you land a job. Work 1:1 with a dedicated career coach to identify your career goals and create a personalized strategy to achieve them.

Practical-Application Learning

Individual exercises allow you to apply the knowledge and skills learned to real-world scenarios. Your capstone project will be sponsored by a client from a real company.

What You Will Learn

Syllabus Overview

Pre-Work: Introduction Digital Marketing

This course is designed to provide learners with an overview of the **concepts and strategies** used in today's **digital marketing**. In this course, you will gain an understanding of the fundamentals, gain insight into the **customer journey**, and become familiar with practical applications. Learners will gain knowledge of the basics of digital marketing, its challenges, and the tools used by successful **digital marketers**. By the end, learners will have a fundamental understanding of the **principles of digital marketing**, **marketing research**, and **customer identification and engagement**.

Skills

Branding	Marketing Research	Customer Exploration
Personas	Customer Journey Mapping	

What You Will Learn

Unit 1: Digital Marketing Strategy

This **digital marketing strategy** course is designed to help you develop the skills and knowledge necessary to create and implement successful digital **marketing strategies**. Learners will learn how to identify and target their **ideal customers**, **create engaging content**, **measure and optimize campaigns**, and utilize various **digital marketing channels**. By the end, learners will be ready to create and execute an effective digital marketing strategy that will help their business or organization reach its goals.

Skills

Strategic Planning	Budgeting and Resourcing	Lead Generation
Strategy Communication	Strategy Objectives and KPIs	

What You Will Learn

Content Marketing

Through this course, learners will gain an understanding of best practices for **content creation**, how to develop content marketing strategies to reach their target audiences, and how to publish and market content. The course covers topics such as **content strategy**, **content planning and creation**, **content distribution**, and **content analytics**. Additionally, learners will learn how to use content to grow brand value, build relationships with their customers, and drive measurable results.

Skills

Content Marketing	Content Creation	Copywriting Fundamentals
Content Calendars	Content Marketing Metrics	

Tools

Canva	HubSpot	WordPress
ContentCal	ChatGPT	

What You Will Learn

Unit 3: **Social Media Marketing**

This course is designed to teach you the skills and strategies to build a successful presence on social media. Learners will learn how to use platforms including **Facebook**, **Twitter**, **Instagram**, **LinkedIn**, **Snapchat**, **TikTok**, **YouTube** and more to reach their target audience and maximize results. Learners will gain an understanding of how to plan, create, and execute **social media campaigns,** how to **optimize content** for each platform, how to **measure success**, and how to use **data and insights** to improve future campaigns. You will also discover the latest trends and techniques for optimizing your social media campaigns. By the end, you will have the knowledge and tools to effectively create and manage your own social media presence.

Skills

Social Media Audits	Social Media Strategy	Paid Social Advertising
Influencer Strategy	Content for Social Media	

Tools

Facebook	Instagram	Twitter
LinkedIn	TikTok	Snapchat
YouTube	Hootsuite	BuzzSumo

What You Will Learn

Unit 4: Email Marketing

This email marketing course is designed to help you create successful **email campaigns** that will reach your target audience and **drive conversions**. You'll learn the fundamentals of email marketing, including best practices, strategies, and techniques to effectively engage and convert your audience. You'll also learn how to **create content** that resonates with your target audience, create effective email campaigns, and track and **analyze the performance** of your email campaigns. With this course, you will be able to create effective emails that **drive sales**, **build relationships**, and **increase customer loyalty**.

Skills

Copywriting	Email Design	HTML/CSS
Email Automation	Email List Segmentation	A/B Testing
Email Sequencing	Email Templating	Lifecycle Campaigning

Tools

MailChimp	Drip	MailerLite
HubSpot		

What You Will Learn

Unit 5: Website Optimization

This **website optimization** course provides a comprehensive overview of the most effective strategies for **optimizing website performance**. The course covers topics such as **SEO**, **website structure**, **website speed**, **content optimization**, and **usability**. It also examines the latest trends in website optimization and how to use them to ensure the highest possible **return on investment**. By the end, learners will have the knowledge and skills necessary to create and maintain highly optimized and successful websites.

Skills

Content Optimization	Usability	Mobile Optimization
UX Optimization	E-Commerce	UTM Tracking

Tools

WordPress	Google Analytics	Google Optimize
Yoast SEO	Google Search Console	

What You Will Learn

Unit 6: SEO and Paid Search with Google Ads

This **website optimization** course provides a comprehensive overview of the most effective strategies for **optimizing website performance**. The course covers topics such as **SEO**, **website structure**, **website speed**, **content optimization**, and **usability**. It also examines the latest trends in website optimization and how to use them to ensure the highest possible **return on investment**. By the end, learners will have the knowledge and skills necessary to create and maintain highly optimized and successful websites.

Skills

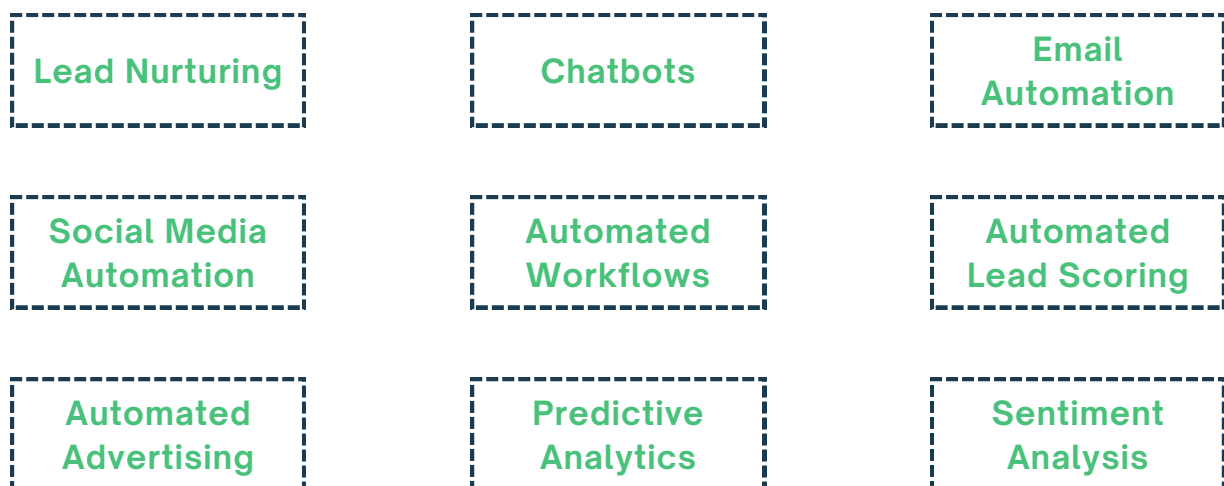|		
SEO	SEO Audits	PPC
Link Building	Keyword Research	Paid Search Budgeting
Digital Advertising	Reengagement Marketing	Referral Marketing
Search Ad Copywriting	Search Content Strategy	Video Advertising

Tools

Google Search	Google Ads	Google Trends
YouTube	YouTube Ads	SEMrush
Screaming Frog	Google Search Console	MOZ

What You Will Learn

Unit 7: Marketing Automation & AI in Digital Marketing

This course will explore the use of **marketing automation** and **artificial intelligence** in digital marketing. Learners will learn how to use marketing automation to automate repetitive marketing tasks such as **customer segmentation**, **email campaigns**, and **lead generation**. They will also explore the advantages and limitations of artificial intelligence in digital marketing and learn how to use AI to **optimize customer journeys**, **personalize user experiences**, and **drive customer loyalty**. In addition, the course will cover topics related to creating and managing **content**, managing **digital ad campaigns**, and **analyzing data**. This course will also provide an overview of machine learning and its application in the digital marketing realm.

Skills

Lead Nurturing	Chatbots	Email Automation
Social Media Automation	Automated Workflows	Automated Lead Scoring
Automated Advertising	Predictive Analytics	Sentiment Analysis

Tools

Marketo	Zapier	Constant Contact	Chatfuel

What You Will Learn

Unit 8: Marketing Analytics with Google Analytics

This course will provide learners with a comprehensive overview of the **Google Analytics** platform. This course will cover the fundamentals of Google Analytics including how to set up **tracking and reporting**, how to **use segments and filters** to analyze data, and how to **use insights** to inform marketing decisions. Learners will also learn how to create customized **reports and dashboards** to help them **optimize their website performance**. This course will also cover how to create custom campaigns and track their success. By the end, learners will have a thorough understanding of how to use Google Analytics to gather and analyze data and use the insights to help drive their online business.

Skills

Campaign Tracking	Audience Segmentation	Funnel Analysis
Conversion Tracking	Acquisition Analytics	Dashboard and Reporting
Goal and KPI Tracking	E-Commerce Analytics	Data Visualization

Tools

Google Analytics	HubSpot

Career Development

Career workshops provide you with a framework to identify your post-bootcamp career goals and a 360-degree strategy to achieve them. Whether you have questions about an upcoming interview or need some help with your resume, one-on-one sessions provide you with an opportunity to get direct feedback from a career professional.

1:1 Coaching

Unlimited carer support until you land a job. Work 1:1 with a dedicated career coach to identify your career goals and create a personalized strategy to achieve them.

Interview Prep

Getting an interview is the first step to getting hired. Learn how to navigate these tricky conversations and prepare for technical interviews.

Resume, LinkedIn, & Cover Letter

Learning how to represent yourself on your resume, cover letter, and online is crucial to giving potential employers an accurate and enticing first impression of your skills and capabilities.

Compensation Negotiation

Negotiating your salary can be an uncomfortable situation. Professional coaching helps you learn the best strategies to negotiate fair compensation when discussing an offer.

Contact Us

If you have any questions about the program or the admissions process, feel free to get in touch using the email address below or give us a call. You can also apply directly via our website.

Need help or have questions?

Contact our team at Upright.

admissions@uprighted.com

Or, give us a call:

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