COURSE SYLLABUS

Digital Marketing Certificate Online

Build expertise in the digital marketing tools and strategies required for online success, including SEO, social media marketing, paid search, and analytics measurement. Learn how to promote businesses effectively and improve ROI in competitive markets with guidance from experienced digital marketing professionals.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/digital-marketing-certificate-online



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Course Outline

This package includes these courses

- Digital Marketing Strategy & Web Fundamentals Course Online (6 Hours)
- Content Marketing Course Online (6 Hours)
- Email Marketing Course Online (6 Hours)
- SEO Course Online (12 Hours)
- Google Ads Course Online (12 Hours)
- Google Analytics Course Online (12 Hours)
- Instagram Marketing Course Online (12 Hours)
- Facebook Marketing Course Online (12 Hours)
- LinkedIn Marketing Course Online (6 Hours)
- YouTube Marketing Course Online (6 Hours)
- Social Media Content Marketing: Blogs & X (Twitter) Course Online (6 Hours)
- TikTok Marketing Course Online (6 Hours)
- Streaming for Social Media Course Online (6 Hours)
- Social Media Industry & Portfolio Course Online (18 Hours)
- Social Media Marketing Capstone Project (18 Hours)

AI for Marketing Course Online

Attend the AI for Marketing class for free as part of this certificate.

Digital Marketing Strategy & Web Fundamentals Course Online

Learn how to build an effective digital marketing strategy and optimize your business website to reach the right audience. This accelerated course covers defining goals and target customers, improving your site for conversions, and developing a clear

value proposition that supports growth.

- Core skills for increasing website traffic, capturing leads, and driving sales
- How to plan and build an effective digital marketing strategy
- The must-have website elements that improve conversion rates
- Techniques for nurturing leads and converting them into customers
- How to evaluate marketing performance and use data to improve return on investment

Content Marketing Course Online

This course provides a thorough introduction to content marketing, exploring how to create, promote, and measure content effectively. You'll gain practical insight into proven approaches and learn how to use content strategically to strengthen brand awareness in an accelerated learning format.

- Learn effective content marketing strategies and solutions
- Build an understanding of content curation and industry best practices
- Create a plan to promote, measure, and refine your content for better results

Email Marketing Course Online

Explore the fundamentals of email marketing, from growing a strong subscriber list to designing engaging messages, and learn how to refine your campaigns for better results. This short course delivers the practical knowledge and strategies needed to succeed in today’s competitive email marketing landscape.

- Learn about different types of emails and how to create them effectively
- Improve open rates and click-through rates using A/B testing
- Build an email marketing strategy tailored to your goals

SEO Course Online

Enhance your online visibility with effective SEO strategies and targeted keyword research methods, designed to help your site achieve higher Google rankings. This hands-on, self-paced course gives you the tools to optimize content, structure websites effectively, and track SEO performance with confidence.

- Learn how search engines operate and why SEO plays a critical role in business growth
- Conduct targeted keyword research with tools such as Semrush to identify high-value search opportunities
- Analyze competitors to understand their strategies and sharpen your own keyword focus
- Create SEO-focused content that aligns with user intent and the customer buying journey
- Apply on-page SEO practices, including optimizing meta tags, building sitemaps, and strengthening internal links
- Explore off-page SEO techniques such as backlink development and content promotion
- Design websites with SEO best practices in mind, including clear navigation, rich snippets, and mobile optimization
- Optimize video content for platforms like YouTube and perform SEO audits to measure results and guide improvements

Google Ads Course Online

Learn how to plan and manage effective Google Ads campaigns that drive leads and sales, track conversions, and improve search visibility. This comprehensive self-paced course is ideal for anyone looking to grow brand awareness through strategic

and results-focused paid advertising.

- Learn paid search fundamentals and how Google Ads works
- Set up and manage Google Ads accounts, including the interface and campaign structure
- Develop keyword strategies using match types, bidding methods, and budget controls
- Understand the Google Ads auction and how ads are ranked and served
- Write conversion-focused ads and apply landing page best practices
- Set up and manage conversion tracking and call tracking
- Optimize campaigns to improve performance and results over time
- Use remarketing, automation, and display advertising to extend campaign reach and efficiency

Google Analytics Course Online

Develop expertise in Google Analytics 4 and gain the insights needed to improve marketing strategies, track performance, and support business growth. This self-paced course guides you from initial setup through more advanced tracking and analysis techniques.

- Learn the fundamentals of web analytics and how Google Analytics supports the customer journey
- Set up and configure Google Analytics accounts, including filters, goals, and e-commerce tracking
- Navigate the GA4 interface and interpret audience, acquisition, behavior, and conversion reports
- Create and evaluate measurement plans that align key performance indicators with business goals
- Build and customize dashboards, shortcuts, and shared reports for streamlined access to data
- Use UTM parameters to track and compare marketing campaign performance across channels
- Explore retargeting approaches and create remarketing audiences using Analytics data
- Apply data-driven best practices to improve marketing effectiveness and user engagement

Instagram Marketing Course Online

Learn how to plan and execute both paid and organic Instagram marketing strategies, from producing engaging content to using Stories, hashtags, and collaborations effectively. You'll also learn how to capture strong visuals, build an active community, establish a consistent posting schedule, set up a business profile, run paid ads, and connect Shopify with Instagram for commerce.

- Understand how the Instagram platform works and its role in today’s social landscape
- Build effective digital marketing strategies tailored specifically for Instagram
- Create visual content that boosts engagement and supports sales goals
- Grow your audience and increase reach through organic tactics
- Learn how to attract, target, and convert leads
- Apply both paid and organic marketing approaches to drive results

Facebook Marketing Course Online

Learn how to plan, launch, and manage effective Facebook advertising campaigns in this comprehensive self-paced course. You will explore how business pages and Facebook groups support marketing goals, how targeted ads reach the right audiences, and how conversion tracking and the Meta Pixel measure results. The course also covers the Facebook algorithm, Meta Business Suite, content engagement, Shopify integration, and Meta Ads Manager to give you a complete view of the

platform.

- Build a results-focused Facebook marketing strategy
- Create visual content that boosts engagement and supports sales
- Grow your audience and extend reach through organic and paid methods
- Use Facebook advertising to increase engagement and profitability
- Plan, launch, and manage successful Facebook ad campaigns
- Set up business pages, use Facebook groups effectively, and create targeted ads
- Apply conversion tracking, audience targeting, and the Meta Pixel to improve return on ad spend

LinkedIn Marketing Course Online

Learn how to promote your business on LinkedIn in a self-paced course by refining profiles, using search tools effectively, and launching paid advertising campaigns. This course explores why LinkedIn matters for business marketing, how to use personal and company profiles strategically, and how to track results to measure success.

- Get familiar with LinkedIn's platform and navigation
- Improve and strategically use your personal LinkedIn profile
- Set up and manage a LinkedIn company page
- Plan and run paid LinkedIn advertising campaigns

YouTube Marketing Course Online

In this self-paced course, you'll learn to use YouTube as an effective social media marketing channel and build a content strategy that supports business growth. You'll explore the full lifecycle of video marketing, from launching a channel and producing content to monetization and integrating Shopify with YouTube.

- Explore the evolution of YouTube and its influence on social culture
- Design a clear social media strategy aligned with business goals
- Produce videos that boost interaction and support sales
- Grow your audience and extend reach on YouTube
- Identify, target, and engage the right viewers
- Build and sustain a loyal subscriber base
- Create and optimize ads to improve performance and results

Social Media Content Marketing: Blogs & X (Twitter) Course Online

Explore the core principles of text-focused social media marketing in a self-paced course, with a focus on platforms such as X (Twitter) and blogging channels. Learn how current trends shape written digital marketing and develop a clear strategy for promoting content, connecting with audiences, and publishing across multiple platforms.

- Learn how to plan and execute content strategies for blogs and other writing-driven social platforms
- Build a recognizable brand voice and engage effectively with your target audience
- Understand marketing approaches specific to X (Twitter)
- Gain a solid foundation in content marketing principles
- Set meaningful goals and select metrics to measure performance

- Use written content to establish and strengthen brand identity
- Apply proven tactics for marketing on X, formerly known as Twitter
- Create, publish, and distribute blog posts to maximize reach and visibility

TikTok Marketing Course Online

Learn how to use TikTok as a video-focused marketing channel by producing compelling content that attracts attention, increases sales, and grows your audience. This self-paced course explores the business and commercial features of TikTok while guiding you through building a marketing approach tailored to your goals.

- Explore the evolution of TikTok and its influence on digital culture
- Build a clear and effective social media strategy for TikTok
- Create visually engaging videos that boost interaction and support sales
- Grow your following and extend your reach through platform-specific techniques

Streaming for Social Media Course Online

Learn how to integrate live streaming into your social media plan in this self-paced streaming course. You will learn how to configure content sources, link your streaming accounts, and use live video to support your goals across platforms like Twitch, YouTube, and TikTok.

- Set up and configure OBS for live streaming
- Stream confidently to Twitch and understand its advantages
- Broadcast to YouTube and learn how it supports content growth
- Go live on TikTok and explore its benefits for audience reach

Social Media Industry & Portfolio Course Online

In this self-paced capstone course, explore career-focused opportunities in social media marketing and learn how to strengthen your online presence for professional success. You will work through brand research, campaign planning, and networking approaches with an emphasis on LinkedIn, while preparing for roles in social media management and content creation.

- Learn the principles of earned first creative thinking
- Generate original concepts and present them effectively in a professional portfolio
- Refine and optimize your résumé and LinkedIn profile
- Strengthen and polish your overall social media presence

Social Media Marketing Capstone Project

Throughout this self-paced program, you will complete a capstone project designed to strengthen your portfolio and demonstrate real-world social media marketing skills.

- Develop a comprehensive social media marketing strategy by researching, planning, and designing a multi-platform campaign grounded in clear brand goals, audience insights, and creative direction
- Use industry best practices for platform selection, content development, audience targeting, and KPI definition to build a unified, data-driven marketing plan

- Create a professional presentation that documents your research, strategy, content mockups, and campaign recommendations using tools such as Canva, Figma, or PowerPoint
- Progress through your capstone independently while participating in scheduled mentoring sessions to review your work, ask questions, and receive personalized guidance as you refine your final project