

FGC3-19 Digital Marketing Certificate \$649. Avg. 48 Hours

Individual courses \$259

Instructors: Dan Belhassen and Susan Hurrell

Come get a fundamental yet advanced introduction to eMarketing, including improving email promotions, analyzing your web site traffic, doing search engine optimization, and how to successfully employ online advertising.

Relevant for any type of organization, including businesses, companies, non-profits, and government agencies. No eMarketing experience or expertise is necessary. If you are already at an advanced level, your instructors are experts and can provide the latest most advanced information and answer your toughest questions.

Improving Email Promotions

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing.

Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

Boosting Your Web Site Traffic

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results.

No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

Online Advertising

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach.

No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer your toughest questions as well.



About online learning

Online learning is a fun, enjoyable and very productive way to learn. Millions of people are learning online each year. You will engage with the instructor and other participants. You will get to know your instructor and other participants. You may make friends. It's easy. It's fun.



How the Course Works

It is easy to participate in your online course. After you register, you will be given a web address to go to get into your online classroom. You will have a password and use your email address and password to gain access.

Once inside the online classroom, here's what you can expect.



Participate when you want

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week.

There are no live real-time requirements or meetings. You decide when you participate.

For the best learning, participants should log into the course on 2-3 different days of the week.



What you will do

For each Unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

For best learning, you should make one or more comments at 2-3 different times each day.

The content (readings, audio lectures, slides) and self quizzes are accessible for the entire course, so you can work ahead, or go back and review again, at your convenience.



Discussion

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night.

Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

We encourage you to make 2-3 comments each day to maximize your learning and enjoyment of the course.

It's easy. It's fun.