


Chegg Skills

Digital Marketing

 Part-time (15-20 hours/week)

 100% online

 Certificate of Completion

Introduction

Congratulations on taking a major step in advancing your career. In this program, you'll learn key skills that employers identify as critically needed for entry-level practitioners in this growing field.

As a member of the Chegg family, we are always Student First. Backed by one of the largest ed tech companies in the world, we're committed to giving you the skills and learning support you need to grow professionally.

This program is designed for students looking to learn Digital Marketing skills that will help them level up in their careers. You'll learn everything you need to know about the field and build a professional portfolio that shows off your expertise.



Here's what you need to know:

- **Program Length:** 3 months (12 weeks)
- **Time Commitment:** Part-time (15-20 hours/week)
- **Instructional Type:** Online
- **Class Schedule:** Independent study and one 45-minute 1-on-1 mentor session each week
- **Credential Awarded:** Certificate of Completion

The minimum expected time commitment for this program ranges from 15-20 hours/week. This includes your required 1-on-1 mentor session each week. Within this self-paced course, some students may progress more quickly than others.

About the Program

Our Digital Marketing program trains professionals like you on the core skills of Digital Marketing and building a brand. Additionally, this program teaches “soft skills” that will serve you throughout your career, and helps you build a job-ready portfolio.

This program covers 7 high-level objectives:

1 Identify modern Digital Marketing practices

2 Create and run effective Digital Marketing campaigns

3 Tailor content to a target audience

4 Create a consistent brand

5 Master content, email, social media, and search engine marketing

6 Optimize your marketing efforts by collecting and analyzing data

7 Develop a Digital Marketing portfolio

Course 1

Overview

Intro to Digital Marketing as a topic and career.

How You'll Apply These Skills:

This introduction gives you a brief history of Digital Marketing, modern Digital Marketing trends, the responsibilities of Digital Marketers, and marketing specializations. It's the perfect starting point to learn everything you need to know about this exciting field.

Course 2

Campaigns

Best practices of creating and managing a Digital Marketing campaign.

How You'll Apply These Skills:

This course sets you up with the skills to run a marketing campaign from start to finish. You'll know how to select the right marketing channels, and how to set "SMART goals" and key performance indicators.

Course 3

Customer Insights

Importance of tailoring Digital Marketing content to a target audience.

How You'll Apply These Skills:

Knowing your target audience is a key skill when it comes to Digital Marketing. After this course, you'll know how to conduct market research to gain customer insights, create buyer personas, build empathy maps, and speak to each step of The Buyer's Journey.

Course 4

Branding

Importance of establishing an effective and consistent brand.

How You'll Apply These Skills:

This course teaches you to define and explain the purpose and importance of branding. You'll understand the components of a brand, how to use style guides, and how to write creative briefs.

Course 5

Content Marketing

Build and evaluate different types of data structures from scratch, including stacks, queues, and trees.

How You'll Apply These Skills:

After this course, you'll be able to write for a target audience or platform, conduct a competitive content audit, and use the most popular online publishing platform, WordPress.

Course 6

Email Marketing

Intro to email marketing, plus personal branding.

How You'll Apply These Skills:

After your introduction to email marketing, you'll be able to select the most effective email channels, incorporate industry best practices when putting together email campaigns, and use a marketing automation platform.

Course 7

Social Media Marketing

Intro to social media marketing, popular social media platforms, and how to use them.

How You'll Apply These Skills:

You learn about the top social media platforms and have the skills to create and publish posts on popular platforms like Instagram and Facebook. You'll also navigate strategies like earned, owned, and paid social media.

Course 8

Search Engine Marketing

Intro to search engine marketing.

How You'll Apply These Skills:

This course teaches you the purpose and importance of search engine marketing. You'll learn how search engines rank content and what this means for your Digital Marketing strategies. You'll have the skills you need to help content rank high in search engines and to create a search ad.

Course 9

Analytics

Importance of data-driven Digital Marketing, plus interviewing skills.

How You'll Apply These Skills:

By the end of this course, you'll have the skills to use data to optimize your Digital Marketing efforts. You'll also have the skills to use analytics tools such as Google Analytics to capture and analyze relevant data.

Course 10

Portfolio

Develop an outstanding Digital Marketing portfolio.

How You'll Apply These Skills:

You'll be able to explain the purpose of developing a strong personal online brand and Digital Marketing portfolio. You'll also develop your own professional portfolio that demonstrates everything you've learned and done so far.

Career Services

Career-specific skills are part of your journey. After all, you're here not only to learn new skills, but to grow professionally. That's why we include a host of resources that are aimed at career advancement.

Your program includes career guidance on:

- 1 Nailing your interviews
- 2 Crafting the perfect resume
- 3 Polishing your LinkedIn profile
- 4 Salary and negotiations
- 5 Building your professional network

FAQs

What is the experience level for Program Instructors?

Instructors are chosen based on their academic credentials, relevant industry experience, and teaching ability. Chegg Skills collects weekly feedback from students and staff in order to evaluate the quality of each program. Chegg Skills also considers industry demand for particular skill sets and success rates with each program. They look for areas of improvement, ensuring that each program has successful outcomes that match Chegg Skills mission.

The minimum requirements to serve as a mentor, technical expert, or instructor for all Chegg Skills programs are:

- 3+ years of relevant industry experience
- Demonstration of genuine student advocacy and empathy for beginners
- Exceptional written and verbal communication skills

What is the experience level for mentors? Can I choose my own?

Mentors are assigned by Chegg Skills based on fit and availability. The minimum requirements to serve as a mentor are 3+ years of relevant industry experience, demonstration of genuine student advocacy, empathy for beginners, and exceptional written and verbal communication skills.

What support do you offer students during the program?

You are fully supported from the moment you start learning, with a comprehensive, personalized approach to your success that means that while you're learning online, you're never alone. Regardless of the program you choose, you'll be assigned a mentor who's focused on helping you understand the material and excel in the program.

Do I need a computer to take the course?

Chegg Skills programs require a computer with high-speed internet access and video capability, including a webcam, a microphone, and speakers. Every student must own or have access to a personal computer with at least:

- 16GB RAM
- At least 2.0 GHz processor
- At least 256 GB HD

Computers must be available prior to the first day of class. Headphones are highly recommended. Macs must have the most current OS version installed, and PCs must be using either Windows 10 (or newer Windows operating systems) or a current version of a Linux operating system.

Chegg Skills

**Apply for the
Part-Time
Digital Marketing
Program today.**

Kickstart your path to a new career here.