

THE DIGITAL MARKETING CERTIFICATE

The Digital Marketing Certificate, is an online three-course program that will equip you with hands-on experience in digital marketing and aid in preparation for the Facebook Blueprint Exam.

- Get **individualized support** and feedback from instructors.
- Add **projects to your portfolio** for future employers
- Learn **foundational concepts and technical skills** in a project-based, online platform
- **Practice using digital marketing tools** directly in Facebook Ads Manager

••• 10-15 HOURS PER WEEK | SELF-PACED | INSTRUCTOR FEEDBACK AND SUPPORT •••

ALIGNMENT WITH INDUSTRY CERTIFICATIONS

- Students who complete the Facebook Digital Marketing Certificate Program may go on to take the Facebook Blueprint exam.
- The material in course 3 provides you with ~80% of the skills needed for the Facebook Blueprint exam, should you choose to take it.
- The curriculum in this certificate aligns with this test however, it is not required that you take it.

CAREER READINESS SUPPORT

This program offers career coaching and job placement support to help you achieve your career goals and ensure you are up-to-date on job opportunities.

A SELECTION OF OUR JOB PLACEMENT PARTNERS

AEROTEK
CAREER CIRCLE
INDEED
JOPWELL
KELLY SERVICES
MATHISON
TEKSYSTEMS
WAYUP

FREELANCE PROJECTS AND VIRTUAL INTERNSHIPS

While you apply for full-time jobs, you can complete remote freelance projects and internships to add work experience to your resume and portfolio. Pathstream has a dedicated portal to help you find these micro-internship opportunities.

ALIGNED JOBS

MARKETING SPECIALIST

MARKETING ASSISTANT/ASSOCIATE

MARKETING COORDINATOR

SOCIAL MEDIA PLANNER



COURSE 1

FOUNDATIONS AND STRATEGY OF MARKETING

- Analyze a business using the 4Ps of marketing (product, price, place and promotion) and conduct a SWOT analysis to identify and highlight a company's unique value proposition.
- Recognize the purpose of setting objectives using the SMART framework (Specific, Measurable, Achievable, Relevant and Time-based).
- Understand the importance of market segmentation in marketing research and the four primary methods of segmentation: demographic, geographic, psychographic and behavioural.
- Describe the stages in the customer journey and marketing funnel as it relates to digital marketing.

HANDS ON LABS

- PERFORM A COMPETITIVE ANALYSIS
- DEVELOP A USER PERSONA FOR A COMPANY
- CONDUCT MARKET RESEARCH TO IDENTIFY APPROPRIATE DIGITAL MARKETING CHANNELS

SKILLS LEARNED

- DIGITAL MARKETING
- COMPETITIVE ANALYSIS
- VALUE PROPOSITIONING
- BRAND POSITIONING
- MARKET SEGMENTATION

COURSE 2

MARKETING ANALYTICS AND PERFORMANCE OPTIMIZATION

- Use basic formulas and functions in Google Sheets to organize and interpret information in a spreadsheet.
- Learn important Google Analytics terminology such as sessions, bounce rate, and dimensions.
- Define an A/B test and outline the null and alternative hypothesis for experiments.
- Understand important audience report terms including active users, lifetime value and benchmarking.

HANDS ON LABS

- PERFORM MARKETING ANALYTICS
- DESIGN A/B TESTS
- DEVELOP INSIGHT THROUGH GOOGLE ANALYTICS REPORTS

SKILLS LEARNED

- PERFORMING A/B TESTING
- GOOGLE ANALYTICS
- MARKETING ANALYTICS
- KEY PERFORMANCE INDICATORS
- GOOGLE SHEETS FORMULAS



COURSE 3

SOCIAL MEDIA MARKETING

- Use Facebook's Audience Insights tool to explore audience demographics and identify target audiences for a product or service.
- Create a social media campaign outline: select metrics, identify effective campaign management tools, and create visual content.
- Recognize the importance of ad reporting and learn how to pull a report from Facebook Ads Manager and interpret key insights based on results.
- Discover how to align ads with a company's target audience and campaign goals.

HANDS ON LABS

- DISCOVER SOCIAL MEDIA INFLUENCERS
- DEVELOP SOCIAL MEDIA ASSETS
- USE FACEBOOK ADS MANAGER TO CREATE ADS

SKILLS LEARNED

- SOCIAL MEDIA MARKETING
- MARKET SEGMENTATION
- FACEBOOK ADS MANAGER
- CONTENT MARKETING
- CONTENT STRATEGY



TESTIMONIALS

“

I'VE BEEN REALLY
PLEASED THAT I'VE
BEEN ABLE TO HAVE A
WHOLE CAREER
CHANGE AND GET MY
FOOT IN THE DOOR AT
TWO DIFFERENT
COMPANIES DESPITE
MANY CHANGES GOING
ON IN MY LIFE. I
WOULDN'T HAVE BEEN
ABLE TO DO THAT
WITHOUT THE
FACEBOOK DIGITAL
MARKETING PROGRAM

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GENERAL PREREQUISITES

- BASIC COMPUTER LITERACY SKILLS
- SOME EXPERIENCE CREATING A GOOGLE ACCOUNT, USING GOOGLE DOCS, GOOGLE SHEETS, AND GOOGLE SLIDES (OR EQUIVALENT TOOLS)
- TAKING COMPUTER SCREENSHOTS
- PERFORMING INDEPENDENT INTERNET RESEARCH
- COMFORTABLE TROUBLESHOOTING ISSUES USING GOOGLE