

Digital Marketing Fundamentals Professional Certificate - Online

The marketing landscape has evolved significantly over the past decade. Brands and marketers need to consider alternative strategies and tactics in order to reach and connect with prospects and consumers. What worked a few years ago, may not work now, or even a few months from now. Digital marketing has become a predominant component of many marketing mixes in recent years. And, now it is critical that multiple marketing channels and disciplines are leveraged together in order to remain relevant to the always on, always connected customer lifecycle.

This online certificate will focus on introduction and insights to a breadth of core and emerging digital channels and disciplines. Students will learn the holistic value of Digital marketing through research and development of an actionable marketing plan. Understanding the interconnected value of these channels and disciplines will set you apart from other marketing professionals and guide your development as a digital marketing expert.

Upon completion of this certificate, students will have the ability to:

- Develop a digital marketing plan that will address common marketing challenges
- Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics.
- Recognize Key Performance Indicators tied to any digital marketing program
- Improve Return on Investment for any digital marketing program
- Launch a new, or evolve an existing, career path in Digital Marketing.

This program requires that students have completed courses in general Marketing and/or have at least one year of working within a marketing department/environment.

Focus Area 1: Core Digital Marketing Channels

This section of the certificate will concentrate on establishing the overall direction of the modules and set expectations for the students. The core digital marketing channels will be the focus in this section. These are the foundational digital marketing channels and disciplines that were the pioneers to driving traffic, conversions and interactions with customers. Students will learn the importance of keyword research, value of relevancy and nuances of search engines and email deliverability.

Week 1:	Overview and Introduction	Erik Harbison
Week 2-3	SEO	Bill Rowland
Weeks 4-5:	PPC	Nick Viggiano
Weeks 6-7:	EMAIL	Paul Corey
Weeks 8-9:	Display	Aaron Levy

WEEK 1 - Intro and Overview

Module description: In this week, students be on-boarded to the program's planned curriculum, as well as a macro view of the current Digital Marketing landscape. This session will provide valuable context around each module and corresponding channels. An emphasis will be placed on industry research, trends, compelling stats and examples of each channel. Students will also be provided an overview of the program's certification project along with necessary timelines.

Learning Objectives:

- Review key trends within the Digital Marketing landscape.
- Explain the holistic impact of all Digital Marketing channels.
- Examine an example of each Digital Marketing channel.
- Evaluate expectations and timelines for the certificate project.

Faculty Bio: Erik Harbison

Erik has been building teams, strategies and solutions for twenty years in the advertising and digital marketing industries. He has held several leadership roles with award-winning agencies such as, Harmelin Media, Refinery Inc., 360i and True Action (an eBay Inc. Company). Erik was also an instrumental partner in his search engine marketing agency, directMASS, that was acquired in 2005. Erik has led innovative social media and performance media campaigns for leading brands in the retail, CPG, finance, travel and technology sectors. Most recently, Erik has taken on the role as CMO at AWeber.com (email technology targeting small businesses) where he oversees operations and strategy for brand marketing, social media, CRM, PR, education and business development disciplines.

Erik will serve as lead instructor throughout the 8-week program, moderating the live class sessions, and supporting other instructors in online discussions for all of the modules.

WEEK 2-3 - Search Engine Optimization

Module Description: During this week students will gain a solid understanding of the critical position Search Engine Optimization plays in any online presence. Emphasis will be placed on fundamental topics that transcend the constantly shifting nature of search to deliver actionable knowledge that every online marketer will be able to use. Specific examples of strategy and tactics will be presented and discussed.

Learning Objectives:

- Examine SEO's Position as a Fundamental Building Block for Online Marketing
- Explain the Basic Components of On-Page and Off-Page Optimization

- Identify and appropriately apply Fundamental Factors That Result in Achieving Top Search Engine Rankings
- Develop a Toolset to Assist in Current and Future Optimization Efforts

Faculty Bios: Bill Rowland

Bill is a seasoned Senior Search Engine Optimization Manager for True Action, an Ebay Company. In his capacity at True Action, Bill develops and implements Search Engine Optimization Strategies for large ecommerce clients and has assisted brands like Mattel, Levi's, Dick's Sporting Goods, Wilsons Leather, Gevalia & more. In addition to helping smaller businesses through his consultancy Nexus Digital Marketing. Bill is an active member of the Philadelphia tech community as leader of the monthly SEO Grail Philadelphia Meetup Group and a lead organizer of **PodCamp Philly**

WEEKS 4-5 - Paid Search

Module description: Paid Search marketing, often referred to as Search Engine Marketing (SEM) or Pay-per-click (PPC), is the process of driving site visitors or gaining visibility through paid advertisements on Google, Bing, Yahoo and other search engines. Paid search marketing is a flexible and cost effective vehicle to help businesses achieve their goals (sales, leads, traffic, enquires, etc.) The purpose of this module will be to provide an overview of the functions of search engine marketing, strategy, performance analysis and real life execution.

Learning Objectives

1. Identify the key elements of a Google AdWords paid search campaign.
2. Examine the basics of a search engine marketing strategy and how to achieve goals through search engine advertising platforms.
3. Analyze the ways to use data to make SEM decisions.
4. Practice basic skills related to PPC: ad copy writing, match types, bidding, etc.

Faculty Bios: Nick Viggiano

- Nick is currently a PPC Team Lead at SEER Digital, an online marketing agency specializing in SEO, Paid Search and Analytics, managing a team of paid search experts to drive strategy and growth for clients. He has grassroots in nonprofit marketing and sales and is a graduate of Temple University's Fox School of Business, majoring in Marketing. Having worked in the digital marketing space for 5+ years, Nick has managed paid search account strategy and optimizations, along with a variety of other digital marketing channels, for a wide array of clients from Fortune 100 & 150 clients to small start-ups and non-profits. In his spare time, he supports local non-profits with their marketing efforts and will have completed the Bike MS 150 in September, a 2-day 150 mile city to shore bike ride to support Multiple Sclerosis.

WEEKS 6-7 - Email Marketing

Module description: In this week, students will be exposed to the foundations of successful digital communications strategies including email and (Short Message Service) SMS. We'll start with building an email list to getting to the inbox to Email ROI and complex strategies.

Learning Objectives:

- Develop an email and sending strategy that adheres to email compliance best practices.
- Create an accurate email data list to get emails into targeted inboxes.

Faculty Bio: Paul Corey

Paul Corey is an Account Manager at Listrak, a leading integrated marketing platform that specializes in email marketing as well as online personalization. As an Account Manager he is responsible for providing effective eCommerce growth strategies and guidance to Enterprise level accounts. Before working at Listrak, Paul spent two years as the Email Marketing Manager at Turn 5, Inc, an IR500 online retailer, where he was able to effectively grow the email program into the largest digital marketing channel in the company by increasing revenue by over 500% in his time there. He started his career at TrueAction a digital marketing agency, recently acquired by eBay, where he worked on the email programs of several high profile clients including Toys R Us, Dick's Sporting Goods, and Levi's. In total, Paul has over 9 years of digital marketing experience working on strategies that have included email acquisition, testing/optimization, customer lifecycle triggers, personalization, and SMS messaging.

Weeks 8-9: Display Advertising

Module description: The free web as we know it is powered by display advertising. Newspapers and content providers simply would not be able to give their product away unless they knew they could monetize it. Today's digital display ads are the modern version of yesterday's billboards, television commercials and bus wraps, all combined around sophisticated targeting options and pricing structures.

This portion of the certificate will provide a high level overview of the different types of display ads that advertisers can create, and what steps are required to make sure they're in line with best practices. We'll also touch what pricing models exist, how they can be related to traditional media buys and how you as a marketing professional, can get the best value for your ad dollars.

Learning Objectives:

1. Identify the best media type based on advertising goals and targets
2. Develop a basic display campaign and allocate ad dollars for success
3. Examine the pricing models for display and evaluate the best possible choice for your campaign
4. Examine strategies to track and optimize performance of display campaigns
5. Review and apply best practices for designing display ads and the strategies to work with the creatives who develop them.

Faculty Bio: Aaron Levy

Aaron has been in digital advertising in some form or another for more than 7 years, starting when he was "given the keys to the car," managing Paid Search for a Fortune 500 chemical company as a Villanova Junior. He honed his cross channel skills at a now-eBay owned e-commerce focused agency in the Philadelphia suburbs, where he developed strategies for PPC, email, affiliate and media buying/re-targeting. Aaron also served as the Director of PPC at SEER Digital. His day-to-day focused on helping businesses both small and large grow through various digital channels including Paid Search, Re-Targeting and Display. He's written for Wordstream, Acquisio, PPC Associates among others, has been featured by Microsoft and was recently named to [PPC Hero's 2013 list of most influential PPCers](#). Aaron's spends quite a bit of time with students in the greater Philadelphia and is a frequent speaker at industry conferences Aaron moonlights as a homebrewer, hockey player and slow cyclist.

Focus Area 2: Emerging Marketing Channels & Disciplines

This section of the module will concentrate on the emerging digital channels and disciplines that have become critical components in recent years. The quick and dynamic evolution of these channels and disciplines have made them very popular among brands and even more engaging with customers. Students will see and learn from best/worst examples of social and mobile campaigns. An introduction to Analytics will let students recognize the value in measuring Digital marketing activity and how to leverage this data for meeting and exceeding business objectives.

Week 10-11:	Social Media	Justin Silva
Week 12-13:	Mobile	Paul Campagna
Weeks 14-15:	Analytics	Laura Tulli
Week 16:	How to approach and develop your career in Digital Marketing	Erik Harbison
Week 17-18:	Final Project	Erik Harbison

Weeks 10-11: Social Marketing

Module Description: In this week, students will learn the history of social technology, gain an understanding of social marketing strategy, and see examples of tactical execution. An emphasis will be placed on social+mobile and understanding the impact of the transition from social marketing on the desktop to social marketing via mobile platforms.

Learning Objectives:

- Analyze the role that social marketing plays in the digital landscape and marketing mix.
- Explain the differences between, and the convergence of, paid, earned, and owned media.
- Identify and incorporate individual social and mobile platforms into a digital marketing strategy.

- Identify leading brands and players in the social marketing space.

Faculty Bios: Justin Silva

Over his career, Justin has helped shape and manage the social media strategy for clients such as Wawa, GNC, NFL, Herr's, Appleton Estate Rum, NHL and Chase. Justin is currently the Director of Social Marketing at The Archer Group, a digital agency located in the Greater Philadelphia area. There he oversees the day-to-day management and social media strategy for clients, as well as integrating social technology across other initiatives. Prior to Archer, Justin worked at True Action, a global digital services agency, where he helped establish their social media marketing offering and also assisted in paid search, email and affiliate marketing.

Week 12-13: Mobile Marketing

Module Description: Over 25 percent of internet traffic in the US alone is driven by mobile and tablet users. Mobile is the next frontier for marketers. In this week students will learn the history of mobile, how the technology has grown at a rampant rate and what it means for marketers and consumers today. The module will overview the latest technologies built into devices, and in the cloud. This module will also look at design principles on mobile and how they affect a marketer's ability to connect with a mobile customer. Lastly, the class will overview the impact of location based services.

Learning Objectives:

- Examine the evolution of mobile and determine its impact on landscape today; as well as how the technology and the field is evolving faster than any other technology platform.
- Analyze the basic technologies, both in the hardware and in the cloud, and determine how they create opportunities for marketers to interact with mobile users.
- Apply mobile marketing concepts and identify opportunity areas based on current technology, demographic data, new technology in development and possibilities on the horizon.

Faculty Bio: Paul Campagna

Paul's career in digital marketing began in the summer of 2007 as an intern at Random House/Bertelsmann, where he joined a small team given the unique challenge of re-imagining the company's direct-to-consumer online marketing efforts to optimize growth. Never one to shy away from a challenge, Paul dove into the role and helped to push the publishing giant into the 21st century and paved the way for his career the digital marketing space.

After graduating from Villanova with a BS in Marketing, Paul cut his teeth on Madison Avenue with ad agencies Euro RSCG Worldwide and Translation LLC, where he worked on integrated campaigns for brands such as Claritin, Heineken and State Farm. His role on the account team put him at the center of the creative process, overseeing research, strategy, creative development and execution of TV, print, digital and mobile campaigns, and learning the importance of coordinating brand strategy across all consumer touchpoints.

In 2012, Paul fully immersed himself in the mobile space and became a Product Manager at Prolific Digital, a DUMBO Brooklyn-based mobile-focused agency dedicated to delivering best-in-class strategy, UX, design and development for clients ranging from global, e-commerce giants to budding startups. He's led teams through the full suite of strategy and app development across both iOS and Android platforms, including recent mobile projects with HP, lululemon and David's Bridal.

Weeks 14-15: Analytics

Module Description: Analytics plays a critical role in Digital marketing, and this module will provide an overview of the basic functions of analytics, and how analytics can be used to drive business decisions. This will encompass measurement strategy, goal setting, tracking, data analysis, and performance reporting. The module will also touch at a high level on how to pull actionable insights from data and make recommendations for site design and marketing initiatives.

Learning Objectives:

1. Create a measurable and goal oriented website or marketing plan
2. Utilize Google Analytics to examine the role that web analytics play in digital marketing
3. Practice data analysis skills and create a relevant performance report
4. Examine and review data to identify insights that provide actionable recommendations

Faculty Bio: Laura Tulli

Laura Tulli is currently the Content Manager for Music at Amazon.com. She is responsible for data-driven site optimizations related to CD and Vinyl products. Laura has worked in the client-side e-commerce analytics space for five years, previously at RoadRunnerSports.com and UrbanOutfitters.com. Her work includes reporting, analysis, tag implementation, A/B testing, usability testing, user experience design, and IT project management. She has a special interest in how humans interact with computers and the cross-channel customer experience. Laura earned her Bachelor of Science in Interactive Advertising from the University of Texas at Austin in 2009. In her spare time, she enjoys volunteering with Habitat for Humanity and trying new cookie recipes.

Week 16: How to approach and develop your career in Digital Marketing

Module description: Increased popularity in the Digital Marketing field has also increased demand and interest among students and professionals in adjacent industries. How do you stand out for careers that align with your passion for this space? In this week, students will be provided key frameworks and resources to both pursue and enhance careers in the Digital Marketing field. Relevant experiences and examples will be shared of how students and professionals were able to go beyond the resume to land challenging and rewarding career opportunities.

Learning Objectives:

- Define the key frameworks on how to establish your personal brand.
- Share resources to increase networking opportunities
- Compare and contrast noteworthy examples of students and professionals that followed the framework with success and failure (and what learning outcomes can be expected).
- Target steps to complete to assist your career searches and advancement goals.

Faculty Bio: Erik Harbison

Erik has been building teams, strategies and solutions for twenty years in the advertising and digital marketing industries. He has held several leadership roles with award-winning agencies such as, Harmelin Media, Refinery Inc., 360i and True Action (an eBay Inc. Company). Erik was also an instrumental partner in his search engine marketing agency, directMASS, that was acquired in 2005. Erik has led innovative social media and performance media campaigns for leading brands in the retail, CPG, finance, travel and technology sectors. Most recently, Erik has taken on the role as CMO at AWeber.com (email technology targeting small businesses) where he oversees operations and strategy for brand marketing, social media, CRM, PR, education and business development disciplines.

Week 17-18: Final Project

Project Overview:

Students will be expected to develop and present a Digital marketing plan that includes and references learning that's gained from each session. The presentation of the plan will be recorded via screencast software and will be a maximum of 12 minutes long.

The content of their project will be comprised of 3 random variables that will determine the basis for their marketing objectives, strategies, goals and tactics. The students will know their variables before the start of the Week 2 module.

Those 3 variables will be:

- A Brand (e.g. Ben & Jerry's)
- A Marketing Challenge (e.g. New Product Release)
- A required Strategy/Tactic (e.g. Awareness via Social Good Campaign)

Learning Objectives: Students will:

- Gain experience in developing a 'Digital marketing plan'
- Gain experience with time management around meeting project deadlines
- Develop their own presentation/speaking styles and learn effective methods of doing so through feedback on their own presentation as well as observation of other students' presentations
- Gain an understanding of the concept of holistic interaction among all Digital marketing channels
- Apply creative flexibility in the development of their project content

Students will have the ability to begin crafting their plan throughout modules 2 through 7. They will then have weeks 8 and 9 of the module to compile thoughts, conduct follow up Q&A with instructors, develop the plan, complete the screencast and post to Blackboard.

Grading criteria will focus on the following areas:

- Comprehension of Digital marketing channels
- Ability to develop a cohesive plan that includes all relevant channels & disciplines.
- Use of images, charts, and supporting visuals to effectively deliver the plan
- Ability to clearly articulate their plan and vision