

# Digital Marketing Assistant

## Business Tech Pathway



The Digital Marketing Assistant works closely with the marketing team to implement online marketing plans and strategies. They assist the marketing team to ensure web sites are fully optimized for search engines and online advertising, verify that digital marketing ads and campaigns are well designed and that social media channels are optimally used. Additionally, the Digital Marketing Assistant evaluates site analytics and performance to leverage and enhance digital business activities.

As the world of online and mobile marketing and e-commerce continues to grow, businesses will need the skills of Digital Marketing Assistants to connect and engage consumers.

**4 Courses, 6 Certifications, 8 Credits** **181 Hours**

**Web Design and Development Fundamentals** **Web Site Statistics and Data Analysis**

**Introduction to Online Advertising** **Business Skills Workshops**

**6 Certifications\*** **Adobe | Microsoft | Google**

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| <ul style="list-style-type: none"> <li>Adobe Photoshop CC</li> <li>Certiport HTML and CSS</li> <li>Google Ads Search Advertising</li> </ul> | <ul style="list-style-type: none"> <li>Google Ads Display Advertising</li> <li>Google Analytics</li> <li>Microsoft Office Specialist – Microsoft Excel</li> </ul> |
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### Project

The students will create a digital marketing plan for a product or service launch and present the solution to a mock client.

| Certificate of Completion  | College Credits  |
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| <p>Students who pass all the courses and pass at least 50% of the certification exams receive a <b>Certificate of Completion</b> that represents successful completion of the Digital Marketing Assistant program.</p> | <p>Whether or not you plan to continue your formal education immediately after completing a NuPaths' program, you'll earn college credits that you can apply toward a college degree. Students have the potential to earn up to <b>7 college credits</b> in the Digital Marketing Assistant program.</p> |

## Course Descriptions

### Web Design and Development Fundamentals

Focus on both key and new features of Adobe Photoshop CC as well as core functions of HTML and CSS as you explore web design and development fundamentals, career paths in web design and development, and web site trends. Students will also explore Word Press fundamentals for web site content management.

### Introduction to Online Advertising

The course addresses the basic and intermediate aspects of online marketing and Google Ads, including the benefits of online advertising, how to set up and manage a Google Ads campaign, and how to measure and optimize a campaign's performance. Search engine optimization is introduced, and search engine advertising fundamentals and formats are also explored as a specific online advertising format that can be included in a Google Ads campaign. Client communication fundamentals are integrated to emphasize the need to manage online ad campaigns within the context of client relationships.



### Web Site Statistics and Data Analysis

The course concentrates on digital analytics best practices, utilizing the Google Analytics platform, managing Google Tag Manager for optimizing site analytics and performance, and customizing web site data analysis using Excel. While easy to use for beginners, Google Analytics is also a very powerful tool in the hands of knowledgeable users who can leverage Google Analytics to evaluate and optimize digital activities for their organizations. Google Tag Manager can simplify the tag implementation and management process for marketers, analysts, and developers.

### Business Skills Workshops

There's more to a successful IT career than knowing the technology. This course focuses on the business or "soft" skills that allow people to interact effectively and productively; skills like collaboration, communication, emotional intelligence, and time management.

## Technology Experience Gained

HTML . CSS . Adobe Photoshop . JavaScript . WordPress . Online Advertising . Search Advertising . Google Display Ads . Google Search Ads . Search Engine Optimization (SEO) . Mobile Devices . Microsoft Excel . Digital Analytics . Cloud Computing . Google Analytics Platform . Google Tag Manager

\*Third party certification providers give certification exams that must be successfully completed as per their requirements.

**NuPaths, LLC**

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