



# Digital Marketing Strategies Certificate

## About this program

In this program, students will complete hands-on courses in digital marketing, such as business analytics, email marketing and social media.

This Digital Marketing Strategies Certificate is developed through a partnership between CNM and Facebook. **Students who complete this program will earn both a CNM certificate and a Facebook-endorsed credential in digital marketing.**

## Pursue Your Goals

Are you interested in a career that is fast-paced, ever-changing, and ripe with potential for advancement? Then consider a career in digital marketing, even if you lack prior experience.

Organizations of all sizes are increasingly moving away from conventional marketing methods and toward digital techniques such as social media marketing, search engine marketing, and email marketing, making digital marketing one of the fastest growing industries. As a result, companies are hiring more digital marketers and the demand for people to fill these jobs is high.

### Course Length

**7 Weeks**

### Costs per credit

**\$159**

### Total Courses

**5**

### Credit Hours Required

**15**

## Transfer Credits In

Courses from other accredited institutions can be transferred and used to earn your degree at CNM.

## Transfer Credits Out

CNM Online Associate degrees transfer to participating four-year colleges in the state of New Mexico. Some restrictions apply.

## Courses

<b>Principles of Marketing</b>	MKTG 2110
Survey of modern marketing concepts and practices focusing on the marketing mix: product, pricing, promotion, and distribution strategies. Topics include; the marketing environment, consumer behavior, marketing research, target marketing, and the ethical and social responsibilities of marketers.	
<b>Digital Marketing</b>	MKTG 2220
Focuses on how to plan, create and market a website. Internet marketing topics such as registering with search engines, increasing traffic, segmenting and targeting markets, establishing an online presence, developing a marketing plan and reshaping business for the Web market are covered.	
<b>Marketing Analytics and Performance Optimization</b>	MKTG 2230
This course aims to give students the skills needed to analyze results of marketing efforts. Students will learn about factors that drive conversion and how to optimize their efforts using data and A/B testing. Students will understand what the key metrics for digital marketing are. Students will be assessed through three projects that give them an opportunity to get hands-on experience using spreadsheets, Google Analytics and analyzing an A/B test. The course is part of Facebook's Digital Marketing curriculum and is required to gain the Facebook Certification. Basic internet skills and an understanding of Microsoft Office applications are recommended.	
<b>Social Media Marketing Tools</b>	FDMA 2855
In today's rapidly-evolving media landscape, social media has not only become a fundamental tool for communication, but a must-have skill in a multitude of industries. With the right amount of practice and social media education, students and professionals are empowered with a competitive edge in their studies, careers and communications.	
<b>Email Marketing</b>	MKTG 2240
This course offers a deep dive into the world of email marketing, an incredibly effective marketing channel that can deliver great results for companies. In this course, students will learn about the role of email marketing in a company's marketing campaign, what stages of the customer journey email marketing is suited for, and best practices for email copy. The course will also touch upon more complex email practices such as automation and how to outline an email campaign. The students will be assessed on their performance on a capstone project which will entail outlining the components of an email campaign.	

## Careers & Outcomes

### Jobs in the Field

- Digital Media Strategist
- Digital Content Strategist
- Marketing Manager
- Search Engine Optimization Specialist
- Social Media Manager
- Social Media Marketer

### Learning Outcomes

Upon successful completion of this program, students will be able to:

- Generate a digital marketing plan for a chosen company.
- Analyze and create components of a content strategy brief to communicate the content strategy for a fictional company to reach a new target market.
- Write components of a blog post and create content for two media channels.
- Demonstrate ability to calculate key marketing metrics and A/B test various elements of marketing efforts to determine strategic marketing optimization decisions.
- Create an outline and analyze the performance of a Facebook campaign.
- Develop a presentation that outlines a search and display campaign strategy for a chosen company.
- Produce an email campaign for a given company.

## Get Started

The CNM Online application process is easy and straightforward. Get started here.



### About CNM Online

CNM's Online College is a 100% online degree and certificate program with all-inclusive tuition, fees, and course resources offered in an accelerated 7-week format.