



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

DIGITAL MARKETING BOOTCAMP

CONNECTION
ANALYSIS
DATA
SEARCHING
VERIFICATION
CODING
SENDING





Table of Contents

About the Digital Marketing Bootcamp	03
Preparing You to Enter the Digital Marketing Workforce	05
What You Will Learn	06
Program Structure	08
Agency Model	09
Commitment to Success	09
Teaching Methodologies	10
The Five-Step Marketing Education Process	11
Program Flow	12
What's Included	14
Industry Certifications	15
The ThriveDX Difference	15
Program Breakdown by Course	16
Course 1: Introductory Course	16
Course 2: Fundamentals of Marketing	16
Course 3: Content Marketing	16
Course 4: Customer Relationship Management (CRM)	17
Course 5: Web Development for Marketers	17
Course 6: User Experience (UX)	17
Course 7: E-Commerce	17
Course 8: Data Analytics & Visualization	18
Course 9: Search Engine Optimization (SEO)	18
Course 10: Email Marketing	18
Course 11: Social Media Marketing (Organic & Paid)	19
Course 12: Search Engine Marketing (SEM)	19
Course 13: Digital Strategy	20
Course 14: Career Services (Optional)	20
Program Summary	21



About the Digital Marketing Bootcamp

From the debut of the first successful commercial browsers in 1994 to the integration of the smartphone, digital marketing has transformed the way we live, shop, work, and communicate. Traditional marketing—which includes media such as billboards, print ads, and television commercials—still exists, but its impact is far outweighed by the reach and efficacy of digital marketing, which includes media such as websites and online advertising.

Digital marketing evolves as quickly as technology. The field develops alongside new advancements to keep pace with consumer behavior as it endeavors to be everywhere potential customers are. The continued growth in the field of digital marketing is a strong indicator of the health of the industry. With more than 1.6 million job openings posted globally in 2020, LinkedIn cites digital marketing among the top 10 in-demand fields that have experienced a steady rate of growth for the past four consecutive years.¹

With digital spending on the rise² and a continuously widening circle of job titles and careers to choose from, the exciting, high-growth field of digital marketing has opened up jobs that did not exist even a few years ago. Digital marketing offers an increasing wealth of opportunities for candidates from a wide spectrum of talents, interests, and abilities. Ranging from analytical to creative, the field offers an increasing variety of roles with the possibility of advancement and specialization.

Digital marketing skills are now more relevant than ever. As COVID-19 has transformed industries worldwide, it has created a greater need for digital marketing as more businesses must rely on qualified professionals to ensure their brand and messaging reach prospective clients. Forbes predicts that the pivot to doing business online is here to stay³—a factor that can have a significant impact on the expansion of digital marketing for the foreseeable future, opening up an increasing number of jobs.

The field of digital marketing offers career opportunities for those with the following skill sets, just to name a few:

Logic and analysis	Creativity
Communication	Artistic abilities
Writing	Technical proclivities
Problem-solving	Project management
Leadership	

To prepare you to enter this quickly growing industry in a year or less, the Digital Marketing Bootcamp at the University of Wisconsin–Madison offers an immersive, virtual experience that includes hands-on training through digital simulations. This provides the practical application of knowledge that allows you to emerge from the program prepared with the skills and experience that give you a competitive edge as you seek to enter the workforce. Career services are built into the program to guide you every step of the way, and offer support for everything from networking opportunities to interview training.

¹ LinkedIn. n.d. “[Learn Relevant Skills for Jobs In-Demand.](#)”

² Statista Research Department. 2021. “[U.S. Digital Advertising Industry - Statistics & Facts.](#)” Statista, March 25, 2021.

³ DeVries, Henry. 2020. “[Seven Digital Marketing Trends for 2021.](#)” *Forbes*, December 16, 2020.

About the Digital Marketing Bootcamp »

A unique 30-hour Introductory Course teaches you the fundamental concepts of digital marketing, allowing you to determine whether or not the program is a fit for you. At the end of the course, you will meet with your Admissions Advisor to assess your aptitude and determine whether or not you should continue into the full program. The bootcamp provides an opportunity for anyone looking to reskill, upskill, or for entrepreneurs and business owners who want to gain the knowledge they need to take their business to the next level. Upon completion of the program, learners looking to enter the workforce are prepared with everything they need to begin a promising career in an exciting, dynamic field that is filled with potential.



“

The secret of getting ahead is getting started. The secret of getting started is breaking your complex, overwhelming tasks into small manageable tasks, and then starting on the first one.” –Mark Twain



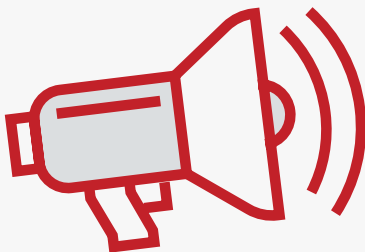
Preparing You to Enter the Digital Marketing Workforce

The University of Wisconsin–Madison Digital Marketing Bootcamp provides you with the skills and hands-on experience hiring departments look for in qualified digital marketing candidates. Successful professionals in the field can have a wide range of interests and proclivities, including out-of-the-box thinking, an analytical approach, creativity, a passion for understanding data and trends over time and how they impact business growth, an affinity for social media, the ability to conceptualize content, creating campaign strategies, and more.

The Digital Marketing Bootcamp prepares you to enter a variety of roles,* including:

- | | |
|----------------------------------|---|
| Client Relationship Manager | Influencer Marketing Manager |
| Content Marketer | Paid Ads Specialist |
| Content Strategist | Paid Marketing Specialist |
| Content Writer | Pay-Per-Click Manager |
| Data Analyst | Search Engine Optimization (SEO) Specialist |
| Digital Marketing Strategist | Social Media Manager |
| E-Commerce Marketing Coordinator | Social Media Marketing Specialist |
| Email Marketing Specialist | |

* Job titles listed do not necessarily reflect entry-level positions.



The accelerated programs powered by ThriveDX help reskill and upskill learners in today's fast-growing digital economy. With over a decade of experience as the world's premier digital skills and cybersecurity education provider, ThriveDX works with top-tier academic institutions, government organizations, and global enterprises to offer advanced workforce and professional development programs in digital technology.



What You Will Learn

The Digital Marketing Bootcamp at the University of Wisconsin–Madison provides you with an immersive education that prepares you with the sought-after knowledge, skill set, and experience prized by hiring departments. The program is designed for those with no prior background in digital marketing, working professionals seeking to gain a foundational understanding of marketing, business owners and entrepreneurs, and anyone looking to update their marketing knowledge and skill set.

For Those New to Marketing

Taking you from beginner to professional in 400 class hours, the bootcamp provides an intensive education that prepares you for an exciting range of opportunities in digital marketing—a constantly expanding, innovative, and thriving field that can provide you with a rewarding career.

Looking to Upgrade Your Career?

Employees in the field of digital marketing are poised for growth, even as artificial intelligence (AI) and machine automation phase out more and more jobs. This expanding field is one that shifts and grows along with changing technologies. As technology continues to advance, professionals in digital marketing are in a prime position for career expansion and are able to take advantage of opportunities that many people in other fields may not be able to. The Digital Marketing Bootcamp curriculum is continually updated to ensure ongoing relevance and accuracy in light of the rapidly changing landscape.

For Entrepreneurs & Business Owners

For the small business owner or entrepreneur, hiring large agencies or knowing how to manage an outside ad agency is not always feasible. A more viable plan is to gain the knowledge and skill set to handle marketing yourself as you shepherd your business into growth. Gaining control over your marketing can mean giving your business the greatest chances for success as you develop a thorough understanding of how best to leverage your brand in the marketplace and increase your impact and reach. The University of Wisconsin–Madison Digital Marketing Bootcamp can help you gain an advantage by showing you how to align your marketing strategy with your target audience.

For Traditional Marketing Professionals

For those with marketing experience who wish to update their knowledge, the program provides a comprehensive understanding that is current with the marketing concepts, tools, and techniques digital marketers use now as new and evolving technologies arise daily that affect consumer behavior on an ongoing basis.



Benefits of the Program

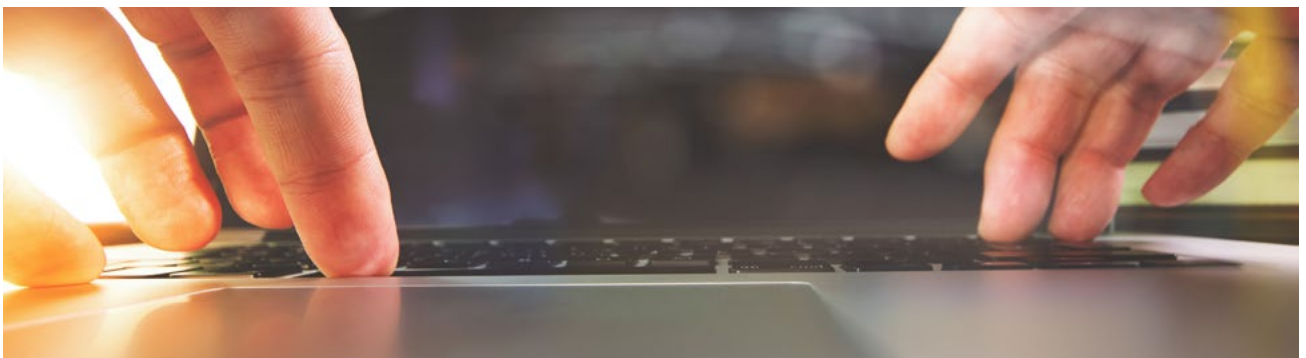
The Digital Marketing Bootcamp is designed to jumpstart your career or business. Whether you are reskilling and changing careers, have marketing experience and need to upskill, or are completely new to digital marketing, this program provides you with the foundation you need to get ahead. The bootcamp prepares learners for positions in content management, SEM campaign management, PPC management, SEO strategy, social media management, and many more exciting opportunities in digital marketing. Entrepreneurs and small business owners learn how to leverage the tools and technologies that will help their businesses grow.

The broad but comprehensive curriculum supports you with the cutting-edge knowledge you need to enter the marketing workforce as a qualified professional or to take your business to the next level. This immersive online program builds your knowledge and skill set by empowering you with tools and techniques that seamlessly integrate into a professional setting. You will learn how to prepare for real-world scenarios through virtual hands-on projects and digital simulations, develop multi-platform fluency, and build an independent client base.

Each participant in the program gets the opportunity to complete a professional e-portfolio that can be used to showcase their work when applying for jobs in the field. The optional e-portfolio includes a website, a PPC campaign, an SEO plan, and a social media strategy. While completing the e-portfolio is completely optional, it can be submitted for credit to replace any other assignment within the same course. Serving as a valuable resource you can present to potential clients and employers, your e-portfolio will demonstrate your understanding of such in-demand marketing skills as:

- | HTML5 and CSS3
- | Principles of UX/UI (User Experience/User Interface)
- | Data Analytics
- | WordPress for Content Management
- | Email Marketing
- | Customer Relationship Management
- | Search Engine Optimization (SEO)
- | Content Creation Skills
- | Search Engine Marketing (SEM)
- | Pay-Per-Click (PPC) Campaigns
- | Social Media Marketing

The Digital Marketing Bootcamp is designed to enhance your knowledge and understanding of the field while giving you the opportunity to immerse yourself in experiential learning that prepares you for a wide range of marketing specialties.





Program Structure

By providing you with a foundation of theory and practice through virtual hands-on training, the Digital Marketing Bootcamp at the University of Wisconsin–Madison ensures you have the transferable skills and knowledge to prepare you to enter the field of digital marketing immediately as a qualified professional or begin scaling your business to new heights.



400 In-Class Hours

The 400-hour program offers the flexibility you need with evening and weekend course schedules.* It allows you to gain a well-rounded education in digital marketing on a schedule that fits your life. Classes are taught by instructors working in the field who offer their knowledge and expertise on current industry practices.



Experiential Learning

In the bootcamp, you will learn through virtual hands-on training and digital simulations the real-world skills that provide you with the practical experience you need to understand the complex marketing concepts you will be learning in class. Learning through experience and interactive exercises gives you a well-rounded comprehension of the analysis, creative thinking, and strategies you can apply immediately to digital marketing tenets.



Digital Marketing Professional E-Portfolio

If you choose to complete the optional e-portfolio, it will provide you with a distinct advantage as you seek to enter the field or promote your work to potential clientele. Your e-portfolio will include an email marketing campaign, social media ads, and a pay-per-click (PPC) campaign, with a data analysis dashboard for visualization. Your portfolio will showcase a website as well as other content that demonstrates your understanding of in-demand marketing skills.**



30-Hour Introductory Course

In the 30-hour Introductory Course, you will learn fundamental digital marketing concepts such as SEO/SEM, marketing terminology, essential digital marketing tools, and social media marketing. You will also participate in critical thinking exercises, such as analyzing the correlation between marketing and advertising in online sales conversions. This provides an introduction to the field that allows you to determine whether or not digital marketing is the right path for you. At the end of the course, you will decide with your Admissions Advisor whether or not you will proceed into the full program.



Professional Networking

The program provides professional networking opportunities that help you establish meaningful connections in the digital marketing industry. You can build your network through contacts you make through your career coach, virtual events, instructors, and the connections you make with classmates who are already positioned in marketing.



Career Services

The Digital Marketing Bootcamp at the University of Wisconsin–Madison prepares you for success with individualized consultations, professional networking opportunities, and internship placement assistance to ensure you are prepared to enter the digital marketing field. Because certificates and diplomas alone are no longer enough to be competitive, you will have the opportunity to practice your interview skills and are supported as you build and finesse your resume and professional online profiles.



14 Specialized Courses

Including the Introductory Course, the extended program consists of 14 specialized courses.

* Length of courses subject to change.

** We do not provide free hosting for the website after completion of the course. To showcase the website in your e-portfolio after graduation, you will need to either use screenshots or sign up for a hosting subscription with BlueHost, which provides our learners with deeply discounted services at just \$2.95 per month for 12 months.



Agency Model

The Digital Marketing Bootcamp is a workforce development program that builds digital technology ecosystems in local communities. The overarching mission of the program is to transform diverse groups of global learners from a variety of socioeconomic backgrounds and build the world's cyber and digital workforces through a unique approach that spearheads technological innovation, industry-leading services, and market-driven training.

Digital marketers keep their thumb on the digital pulse as platforms and technologies evolve. In this course, you will learn digital marketing fundamentals, terminology, existing advertising and social networking platforms, and the SEO and PPC techniques and tools you need to leverage the ever-evolving, digital marketing landscape.

The Digital Marketing Bootcamp provides a hands-on educational experience for all learners. The program's in-depth curriculum aids you in building a comprehensive digital portfolio filled with projects that utilize the marketing industry's most in-demand tools and techniques. You will be tasked with forming your own digital marketing/advertising agency, for which you will execute several client briefs as your agency project.



Commitment to Success

In support of a revolutionary educational model that ensures a quality match for each learner entering the full program, the admissions process maintains the competitive integrity of each individual by assessing the aptitude of prospective program participants and their comprehension of the subject matter.

The 30-hour Introductory Course provides you with foundational knowledge through introductory material, virtual hands-on training, and critical thinking methodologies that impart an understanding of digital marketing essentials. This approach allows you to be certain the field is a fit for you before deciding with your Admissions Advisor whether or not to proceed to the full, 400-hour program. An assessment exam near the end of the Introductory Course gives you the opportunity to evaluate your progress and suitability for the field.



Teaching Methodologies

Our classes are conducted in live, synchronous, virtual classroom environments. This allows for a program that is nimble and adaptable, much like the industry itself. This provides you with the opportunity to learn in an environment that is aligned with the profession and allows you to balance education with your other responsibilities. We have applied foundational elements from our advanced teaching methodologies that include:



Advanced Remote Education Technologies

You can take advantage of industry-leading remote technologies that increase the comprehension level of course modules. Being able to instantly message instructors, virtually raise your hand during class, and collaborate with peers via remote workspaces ensures you have the tools you need to learn even the most intricate concepts.



Instruction by Experts in the Field

Classes are taught by instructors who are leaders in the industry and who bring a wealth of knowledge and expertise to the learning environment. You will benefit from instructors' current industry expertise as well as from their unique, insider's understanding of the fast-paced field of digital marketing.



Synchronous, Virtual, Live Classrooms

Online classes are held by expert instructors and occur on a regular basis with real-time interaction. Lessons stem from top-tier instructional methodologies and are enhanced by cloud-based chat software that allows live, hands-on instruction between you and your instructor.



A Library of Recorded Classroom Sessions

Curated by professionals currently working in the field, the course curriculum is consistently updated to reflect new platforms, applications, technologies, and trends and is made available for you to review at your convenience. Recorded classroom sessions provide you with the opportunity to revisit any topics that were discussed during a lesson.



Hands-on Projects & Campaigns

With a number of monthly projects, you will have numerous opportunities to practice your digital skills in a virtual environment alongside your instructors to ensure in-depth comprehension. You can also apply the skills gained in your virtual lessons to real-world scenarios and gain extensive experience solving problems while obtaining feedback from industry experts.



Extended Virtual Office Hours

Each learner has access to additional support outside of lecture via their instructors' extended virtual office hours. You are encouraged to prepare your own questions regarding lessons as well as any concerns about your progress in the course.



Online Q&A Sessions with Instructors

Through virtual, instructor-led question and answer sessions, you can request clarification on challenging concepts or ask for assignment feedback from instructors. This community environment promotes the kind of teamwork and collaboration that translates outside of the classroom.



Career Services Workshops

Three Career Services workshops provide you with the resources you need to successfully prepare for a job interview. The dedicated Career Services team is prepared to support you with your resume-building, interview training, LinkedIn profile assembly, and through connecting you with hiring partners to help you land the job of your dreams.



The Five-Step Marketing Education Process

The Five-Step Marketing Education Process helps learners completing the program to enter the workforce with a competitive set of skills that are in demand in today's job market. This approach ensures you receive the highest-quality digital marketing education possible through a combination of unique teaching methods supported by a constantly updated curriculum.

01 Talk to Us

Prospective learners set up a consultation with one of our Admissions Advisors to assess their aptitude in the field and determine their placement in the program.

02 One-on-One Meeting

Each prospective program participant meets with their assigned Admissions Advisor for a comprehensive discussion of the program, career expectations, and future career opportunities. Meetings can be virtual or over the phone.

03 Introductory Course

You will gain an understanding of the fundamentals of digital marketing and advertising in the 30-hour Introductory Course. Toward the end of the course, you will take a summative assessment and meet with your Admissions Advisor to examine your future in the program.

04 The Program

The Digital Marketing Bootcamp teaches theory alongside immersive digital simulations and experiential training on all aspects of digital marketing, supported by a curriculum based on years of research, best practices, and insight from industry professionals.

05 Career Services

Learners are supported with career services to help them with personalized interview training, internship placement assistance, professional networking opportunities, and securing interviews so they can confidently advance into a digital marketing career.*

* Career services are consultation-based only and do not guarantee job placement.



Program Flow

To instill the most up-to-date knowledge, hands-on experience, and skill set, the Introductory Course teaches you essential marketing concepts as you gain an understanding of their impact in commercial applications. This course provides you with an understanding of how businesses can leverage digital marketing advertising platforms, SEO, social networks, content calendars, influencer marketing, and affiliate marketing.

As you progress into the extended program, you will benefit from the foundational knowledge taught in the Introductory Course as you transition into more advanced concepts and build upon your understanding to learn the tools, techniques, and best practices that will prepare you for work in the field.

Fundamentals of Marketing

This essential course teaches fundamentals such as online marketing versus traditional marketing, the importance of branding, inbound and outbound marketing, building buyer personas, and more. The Agency Model's Building Brand Architecture assignment will take place in this course.

Content Marketing

Understanding the purpose of content and how it relates to the marketing and sales funnel is key to producing high-quality, high-converting content. Effective content speaks directly to a particular audience, such as customers, potential customers, investors, employees, or stakeholders. Content can be well written, researched, and beautifully laid out, but if it is not speaking to the intended audience, it is not effective. In this course, you will create compelling written content to support each phase of the funnel, with a key focus on writing to a specific audience with a specific goal.

Customer Relationship Management (CRM)

This course teaches you how to connect the lifetime value of a customer by tracking their behavior across platforms throughout their journey. Whether you are looking to work for an agency or brand, or support your own business, managing client relationships and handling customer expectations are crucial aspects of digital marketing. You will also learn about the profit potential of affiliate programs and the key legal aspects of digital marketing.

Web Development for Marketers

In this course, you will build and design a branded website in WordPress as you publish content, use basic HTML and CSS, and implement common features such as themes and plug-ins. You will also learn about hosting, domain names, and Domain Name Server (DNS) set-up, as well as marketing and website promotion. The Agency Model's Building a Website assignment will take place during this course.

User Experience (UX)

This course builds an understanding of user experience (UX), which is key in creating a successful website that is both effective and addresses the needs of users. You will learn about optimal integration for user interfaces and design, banner creation, interface adaptation, and more.



E-Commerce

As the business landscape shifts further onto the digital scale, e-commerce is increasingly important to the success of modern businesses. Based on observed and empirical data, more people are turning to online shopping for their everyday needs, and fewer people remain solely reliant on shopping at physical locations. Dramatic shifts in workforce dynamics and demand for digital marketing solutions to maintain sale cycles bring e-commerce to the forefront of innovation across global industries. In this course, you will identify how to build vendor relationships and establish proper logistics, determine product pricing, and operate third-party platforms, such as Amazon, while building an online store with connection capabilities for eBay, Shopify, Etsy, and WooCommerce. You will begin working with the Agency Model's real-world client during this course.

Data Analytics & Visualization

In this course, you will directly implement Google Analytics tools and tactics into the website you built in the Web Development for Marketers course. You will learn how to interpret information such as the number of unique site visitors, pages viewed, access source, bounce rate, average time on page, and conversion rate to help maximize a business's reach and conversion. You will also develop a comprehensive understanding of Google Analytics and learn how the graphic presentation of data, or data visualization, facilitates data analysis through graphs, charts, and other illustrative formats.

Search Engine Optimization (SEO)

Key concepts taught in this course include search engine optimization (SEO) best practices, structuring a website for optimal results, the competitive use of keywords, optimizing code, how search engines work, link building, and other advanced optimization techniques. You will work with tools like Google Search Console, Google My Business, Google Analytics, Google Trends, and other essential platforms to gain SEO experience through digital simulation training.

Email Marketing

In this course, you will learn how to create automated marketing processes, which save significant amounts of time, money, and labor. You will also learn how to attract qualified leads, how to keep leads engaged and interested through every step of the lead-nurturing process, the importance of email marketing, and how to increase sales with automation tools.

Social Media Marketing (Organic & Paid)

A social media presence is a key source of leads for businesses and a fundamental tool for digital marketers and advertisers. In this course, you will learn to manage multiple advertising channels and gain the knowledge, theory, and experience you need to use social media marketing on a variety of platforms. The first half of this course will focus on organic social media marketing, while the second half will concentrate on paid social media marketing. The course also covers the delicate task of social media crisis management and prepares you to take the international Facebook Blueprint Certification Exam.

Search Engine Marketing (SEM)

This course teaches you PPC marketing, how to reduce PPC costs, optimal ad placement, campaign building, and how to increase conversion rates. You will also work with Google Tag Manager, Google Ads Editor, Microsoft/Bing Ads, and Google Ads, which is considered essential due to its comprehensive format. In this course, you will begin to work on your first Agency Model Capstone Project. This course prepares you for the Google Ads Search Certification and the Google Ads Display Certification exams.

Digital Strategy

This course shows you how to implement the concepts and experiences you have learned into a digital marketing strategy.

Career Services

This optional course provides you with the support and tools you need to successfully prepare to enter the field of digital marketing. Career planning services include interview training, professional networking, internship placement assistance, and consultations devoted to perfecting LinkedIn profiles, e-portfolios, and resumes.



What's Included

400 Program Hours



Professional Networking



3 Dedicated Career Services Workshops



Experiential Learning

14 Specialized Courses



Prerequisites

- | While you should be technically inclined, no background in the field is needed.
- | Professional evaluation and admissions exam



Industry Certifications

The preparation and experience you receive in this comprehensive program help you stand out to employers while training you for an exciting career in digital marketing. The University of Wisconsin–Madison Digital Marketing Bootcamp prepares you for success by providing you with the fundamental knowledge you'll need to prepare for the industry's most recognized exams,* including:

- | | |
|----------------------------------|---------------------------------------|
| Google Ads Search Certification | Facebook Blueprint Certification Exam |
| Google Ads Display Certification | Hootsuite Platform Certification Exam |

Learners who complete the University of Wisconsin–Madison Digital Marketing Bootcamp are prepared for a career in a wide range of specialty areas, including content data analysis, email marketing, paid search marketing, social media management, digital marketing strategy, e-commerce marketing, search engine optimization, search engine marketing, pay-per-click management, and more.

* While the curriculum provides the knowledge needed to prepare for industry exams, this program is not a test-preparation program, where the primary focus is your performance on the exam. The program is designed to teach in-demand knowledge for today's workforce. Certification exams are not conducted as part of the program and require additional costs not included in tuition.



The ThriveDX Difference

The University of Wisconsin–Madison's Digital Marketing Bootcamp was developed in partnership with ThriveDX (formerly known as HackerU). ThriveDX is one of the world's premier digital education providers with more than 15 years of global experience powering career-change programs that help adult learners join the digital economy. This program leverages industry leaders to develop and teach a curriculum tailored to today's job market, including hands-on simulations that support individuals aspiring to build a career in technology. ThriveDX partners with many top-tier universities to offer accelerated professional development programs for learners from all backgrounds.



Program Breakdown

by Course

The curriculum is designed to prepare you with the most in-demand skills to compete in today's evolving digital marketing landscape and is taught by professionals working in the field.

Course 1

Introductory Course

30
Hours

The Introductory Course teaches core concepts, such as advertising platforms, an introduction to SEO, the fundamentals of social networks, and digital marketing terminology. You will learn essential marketing concepts, their impact in commercial applications, content calendars, influencer marketing, affiliate marketing, and how businesses can leverage digital marketing.

1. Introduction to Digital Marketing
2. Introduction to Social Media Marketing (SMM)
3. Introduction to Pay-Per-Click Ads (PPC)
4. Introduction to Search Engine Optimization (SEO)
5. Introduction to Google Analytics
6. Introduction to Marketing Communications
7. Test Day
8. Introduction to Digital Strategy

Course 2

Fundamentals of Marketing

27
Hours

To provide a foundation for the continuously evolving field of digital marketing, this essential course teaches fundamentals such as online marketing versus traditional marketing, the importance of branding, inbound and outbound marketing, building buyer personas, and more. The Agency Model's Building Brand Architecture assignment will take place in this course.

1. The Fundamentals of Marketing
2. The Marketing Mix
3. Branding Your Business
4. Leveraging Digital Marketing Concepts
5. The Customer Journey
6. Gaining Market Insight
7. Data-Driven Digital Marketing

Course 3

Content Marketing

15
Hours

Web content takes on a variety of forms to appeal to diverse audiences, from blog posts, webpages, and white papers to case studies, video and audio recordings, graphics, and more. Understanding the purpose of content and how it relates to each stage of the marketing and sales funnel is key to curating high-quality, high-converting pieces during the content production process. In this course, you will learn practical and hands-on skills to strategize content as a digital marketing professional. You will study how to formulate content plans, create compelling content, and support each phase of the funnel, focusing on targeting key audience groups with specific goals and proven tactics.

1. Introduction to Content Writing
2. Before You Create
3. Content for the Web
4. Writing for the Marketing and Sales Funnel



**Course 4****Customer Relationship Management (CRM)**12
Hours

Whether you are looking to work for an agency or brand, or support your own business, managing client relationships and handling customer expectations are crucial aspects of digital marketing, and this course teaches you how to connect the lifetime value of a customer by tracking their behavior across platforms throughout their journey. You will also learn about the profit potential of affiliate programs and the key legal aspects of digital marketing.

1. The Fundamentals of Building Relationships and Client Management
2. The Fundamentals of CRM Tools
3. CRM Integration

Course 5**Web Development for Marketers**43
Hours

This course includes instruction on hosting, domain names, Domain Name Server (DNS) set-up, and marketing and website promotion. It also instills the knowledge of basic HTML and CSS and applies it to the branded website you will design and build in WordPress. Through implementation of the most common features, such as themes, plug-ins, and content publication, you will learn about the flexibility of WordPress and gain virtual hands-on experience. The Agency Model's Building a Website assignment will take place during this course.

1. Introduction to Web Development
2. Website Planning
3. Introduction to WordPress Framework
4. Developing Website Content
5. WordPress Themes
6. WordPress Plug-ins and Widgets
7. Introduction to HTML5
8. Introduction to CSS3
9. WordPress Customization
10. Final Website: Publish and Promote
11. Website Presentations

Course 6**User Experience (UX)**

12 Hours

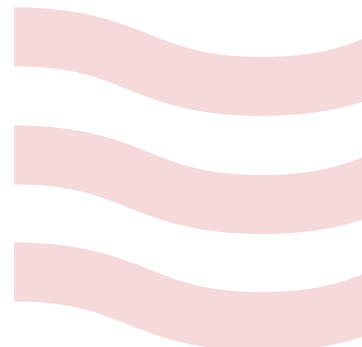
This course teaches you about optimal integration for user interfaces and design, banner creation, interface adaptation, and more to build your understanding of user experience (UX), which is key in creating a successful website that is both effective and addresses the needs of users.

1. The Fundamentals of User Experience
2. User Research for Usability
3. Laws of Usability

Course 7**E-Commerce**15
Hours

In the wake of the COVID-19 pandemic and the thousands of businesses and schools that were forced to adapt to a digital climate, the e-commerce business model that once was less than 10% of global sales has now taken an unprecedented climb that is projected to continue well through 2023. To stay abreast of the demands of online shoppers and the ever-evolving digital marketing realm, e-commerce is increasingly critical to the current and future success of businesses, both big and small. In this course, you will learn practical and hands-on skills to run your own e-commerce store. You will identify how to build vendor relationships and establish proper logistics, perform competitor analyses, determine product pricing, set up online transactions, and operate third-party platforms, such as Amazon, while building an online store with connection capabilities for eBay, Shopify, Etsy, and WooCommerce. You will begin working with the Agency Model's real-world client during this course.

1. Introduction to E-Commerce
2. Building an Online Store
3. The E-Commerce Giant: Amazon
4. Managing an E-Commerce Store



Course 8**Data Analytics & Visualization**19
Hours

A critical part of digital marketing is tracking user data. In this course, you will learn how to interpret information such as the number of unique site visitors, pages viewed, access source, bounce rate, average time on page, and conversion rate to help maximize a business's reach and conversion. This course also helps you to develop a comprehensive understanding of Google Analytics by directly implementing its tools and tactics into the website you built in the Web Development for Marketers course.

Data analysts are extremely important in digital marketing. This is partly due to the sheer amount of information they process and because it is their understanding that helps to shape, target, and assess the effectiveness of marketing campaigns. In this course, you will learn about the graphic presentation of data, or data visualization, and how it facilitates data analysis by presenting information in a quantified visual format with graphs, charts, and other illustrative formats.

1. Introduction to Analytics
2. Google Analytics Interface
3. Analyzing Google Reports
4. Google Tag Manager
5. Data Visualization (Google Data Studio)
6. Storytelling with Data

Course 9**Search Engine Optimization (SEO)**67
Hours

Key concepts taught in this course include structuring a website for optimal results, the competitive use of keywords, optimizing code, how search engines work, link building, and other advanced optimization techniques. You will work with tools like Google Search Console, Google My Business, Google Analytics, Google Trends, and other essential platforms to gain SEO experience through digital simulation training. The course also teaches the best practices of search engine optimization (SEO), which is one of the most successful and cost-effective ways to promote a business online and something marketers use every day to maximize the reach and impact of websites.

1. Introduction to SEO
2. Search Engines in Depth
3. Introduction to Keyword Research for SEO
4. Advanced Keyword Research for SEO
5. On-Page SEO I

6. On-Page SEO II
7. Off-Page SEO
8. Technical SEO
9. Strategic Link-Building
10. Structured Data
11. Local SEO
12. Content Marketing Strategy
13. E-Commerce SEO
14. Optimizing for Emerging Verticals
15. Competitive Research
16. Tracking Results and Measuring Success
17. SEO Audit
18. Agency Model Assignment: SEO Client Brief

Course 10**Email Marketing**12
Hours

Automated marketing processes save significant amounts of time, money, and labor and are easily created in various software programs. In this course, you will learn automation processes as well as how to attract qualified leads, how to keep leads engaged and interested through every step of the lead nurturing process, the importance of email marketing, and how to increase sales with automation tools.

1. Email Marketing Fundamentals
2. Creating High-Performing Emails
3. Marketing Automation Fundamentals



**Course 11****Social Media Marketing
(Organic & Paid)****55**
Hours

In this course, you will learn to manage multiple advertising channels and gain the knowledge, theory, and experience you need to use social media marketing on a variety of platforms. Social networks are a fundamental tool for digital marketers and advertisers, as a social media presence is a key source of leads that increases the likelihood a business will appear in searches and attract the attention of new and potential clients. The first half of this course will focus on organic social media marketing, while the second half will concentrate on paid social media marketing. The course also covers the delicate task of social media crisis management and prepares you to take the international Facebook Blueprint Certification Exam.

1. Introduction to Social Media
2. The Fundamentals of Social Media Marketing
3. Social Media Content Marketing
4. Using Social Media to Create and Maintain Relationships
5. Introduction to Facebook
6. Introduction to Instagram, Twitter, and LinkedIn Marketing
7. Introduction to Influencer Marketing
8. Introduction to the Facebook Business Page and Business Manager
9. Understanding the Facebook Algorithm
10. Introduction to Facebook Ads
11. Leveraging Facebook Audiences
12. Tracking, Analyzing, Reporting, and Optimizing in Facebook
13. Introduction to Instagram Advertising
14. Leveraging Twitter and LinkedIn Advertising
15. Building Your Social Media Strategy 1.0
16. Building Your Social Media Strategy 2.0
17. Build Your Content Calendar
18. Present Your Work

Course 12**Search Engine Marketing
(SEM)****67**
Hours

One of the primary concerns of pay-per-click (PPC) managers is to increase the relevancy of a brand or business by ensuring it appears on the first page of results in a Google search. PPC managers must have an understanding of PPC marketing, how to reduce PPC costs, optimal ad placement, campaign building, and how to increase conversion rates.

In this course, you will begin to work on your first Agency Model Capstone Project and will learn the above concepts, in addition to working with Google Tag Manager, Google Ads Editor, and Microsoft/Bing Ads. You will also learn to use Google Ads, Google's paid advertising platform and a digital marketing tool that is considered essential due to its comprehensive format. This course prepares you for the Google Ads Search Certification and the Google Ads Display Certification exams.

1. The Power of Search Engine Marketing
2. Getting Started with Google Ads
3. Navigating Your Google Ads Account
4. Conducting Keyword Research
5. Keyword Targeting Fundamentals
6. Setting Attainable Metrics and Goals
7. Search Ads Deep Dive
8. Advanced Targeting Options
9. Growing Your Business with Display Advertising
10. The Growth of E-Commerce and Shopping Campaigns
11. Powering Your Business with YouTube
12. Leveraging Apps and Phone Calls
13. Leveraging Search Competitors
14. Campaign Management and Optimization
15. Conversion Tracking
16. Using the Google Ads Editor
17. Scripts and Automation
18. Bing Ads
19. Executing SEM Strategies

Course 13**Digital Strategy****16**
Hours

This course shows you how to implement the concepts and experiences you have learned into a digital marketing strategy.

1. Presentations Practice Day
2. Agency Model Presentations

Course 14**Career Services****10**
Hours

This optional course provides you with the support and tools you need to successfully prepare to enter the field of digital marketing. Career planning services include interview training, professional networking, internship placement assistance, and consultations devoted to perfecting LinkedIn profiles, e-portfolios, and resumes.

1. CV and LinkedIn Profile Building
2. Interview Skill Building
3. Question and Answer–Based Scenarios





Program Summary

Courses	In-Class Hours
Introductory Course	30
Fundamentals of Marketing	27
Content Marketing	15
Customer Relationship Management (CRM)	12
Web Development for Marketers	43
User Experience (UX)	12
E-Commerce	15
Data Analytics & Visualization	19
Search Engine Optimization (SEO)	67
Email Marketing	12
Social Media Marketing (Organic & Paid)	55
Search Engine Marketing (SEM)	67
Digital Strategy	16
Career Services (Optional)	10
Total	400



WISCONSIN

UNIVERSITY OF WISCONSIN-MADISON



(608) 733-6400



432 North Lake Street
Madison, WI 53706



digitalskills.wisc.edu

