



Advanced Digital Marketing Strategist Certificate

Certified Digital Marketing Strategist (CDMS) certification

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Course Details

Course Title	Advanced Digital Marketing Strategist Certificate
Course Description	<p>The Advanced Digital Marketing Strategist Certificate is an academic certificate program demonstrating expertise and knowledge upon passing the entire set of quizzes and exams. Quizzes and exams are all multiple choice and provide the opportunity for students to retake as necessary with a passing score of 85% or greater demonstrating mastery. An overall score of 95% or better will be noted on certificate as Distinction.</p> <p>The Certified Digital Marketing Strategist (CDMS) is a certification exam that can be taken independent of the Advanced Digital Marketing Strategist Certificate program. The CDMS certification is a 4 hour, 200 question multiple choice exam covering the content in the Advanced Digital Marketing Strategist Certificate program. The proctored certification exam upon passing with a score of 75% or greater indicates certifying the knowledge and expertise in applying the knowledge professionally. The certification allows the use of the CDMS™ credential for 5 years before renewing.</p>
Credit Hours	<p>For each module, plan 90 minutes to read each chapter and 30 minutes for notes and review. Don't forget extra time for quizzes and exams, including retakes for practice.</p> <p>140 chapters: 120 minutes per chapter (90 minutes reading + 30 minutes review) totals 280 hours.</p> <p>Chapter quizzes: 45 minutes each, with retakes for practice, adds up to 210 hours.</p> <p>Final exams for 11 modules: 10 exams at 2 hours each and 1 exam at 1 hour for a micro-module, totaling 42 hours with practice and retakes.</p> <p>In total, you'll need about 532 hours: 280 hours for reading and review, 210 hours for quizzes and retakes, and 42 hours for final exams.</p>

Module Textbooks

Textbooks used for the Advanced Digital Marketing Strategist Certificate include all support materials, expert session videos, PowerPoint slides, and eBooks. The Advanced Digital Marketing Strategist Certificate program has 10 full modules and 1 micro-module.

1	Consumer Behavior 73,790 words with 15 quizzes (45 minutes each) and 1 final exam (2 hours)
2	Digital Marketing Essentials 112,109 words with 14 quizzes (45 minutes each) and 1 final exam (2 hours)
3	Content Marketing Strategies: Planning, Creating, and Distributing Content 86,206 words with 16 quizzes (45 minutes each) and 1 final exam (2 hours)
4	Digital Marketing Analytics: Strategic Decision-making 70,169 words with 15 quizzes (45 minutes each) and 1 final exam (2 hours)
5	E-commerce: Essentials of Online Business 85,003 words with 10 quizzes (45 minutes each) and 1 final exam (2 hours)
6	Email Marketing: Simplified Strategies 43,436 words with 10 quizzes (45 minutes each) and 1 final exam (2 hours)
7	Integrated Marketing Communications: Building the Brand 62,958 words with 13 quizzes (45 minutes each) and 1 final exam (2 hours)
8	Mobile Marketing Essentials 18,088 words with 10 quizzes (45 minutes each) and 1 final exam (2 hours)
9	SEO: Strategy & Skills 80,559 words with 15 quizzes (45 minutes each) and 1 final exam (2 hours)
10	Social Media Marketing 45,528 words with 19 quizzes (45 minutes each) and 1 final exam (2 hours)
11	AI in Marketing Word count TBD with 3 quizzes (45 minutes each) and final exam 1 hour (25 questions) (Micro-module)

Module 1: Consumer Behavior

2024 Edition by Radhika Duggal, Publisher: Stukent

Each of us is an active consumer in everyday life, purchasing everything from groceries to clothing to spring break vacations and college education. However, our individual personalities and characteristics dictate that no two consumers are alike: we make unique choices, which makes it challenging for marketers to create coherent marketing strategies regardless of similarities within target markets. In this module, we will examine how and why consumers behave the way they do and the practical marketing implications of that behavior.

Learning Objectives:

- ✓ Develop a deeper understanding of consumer behavior by learning about relevant psychological and sociological theories
- ✓ Identify how those theories can be used to impact marketing strategies

Chapters / Units:

- Chapter 1: Introduction to Consumer Behavior
- Chapter 2: Consumer Needs, Motivations, and Goals
- Chapter 3: Consumer Perception
- Chapter 4: Consumer Learning
- Chapter 5: Consumer Personalities
- Chapter 6: Consumer Attitude Formation and Change
- Chapter 7: Individual Decision Making
- Chapter 8: Reference Groups and Word of Mouth
- Chapter 9: Persuading Consumers through Messaging
- Chapter 10: Influencing the Buying Process
- Chapter 11: Creating Brand Loyalty
- Chapter 12: Connecting Innovation to Consumer Behavior
- Chapter 13: Cross-cultural Variations in Consumer Behavior
- Chapter 14: Impact of Technology on Consumer Behavior
- Chapter 15: Consumer Behavior and the Regulatory Environment

Module 2: Digital Marketing Essentials

2024 Version from Larson and Draper, Publisher: Stukent

The internet is a dynamic marketplace if there ever was one. This module will give you a theoretical understanding of the internet marketplace that is necessary to adapt to its many changes, while also equipping you with the skills you'll need to perform vital daily functions. By the end of the course, you will be able to walk into any company with an online presence and improve its digital marketing performance.

Learning Objectives:

- ✓ **Web Design** - Apply one or more web design frameworks to identify areas for website improvement and to properly design a website from scratch.
- ✓ **Analytics** - Determine the appropriate KPIs for any type of website. Make appropriate recommendations to an ecommerce website based on the conversion funnel. Understand the pitfalls surrounding attribution analysis and make recommendations to identify the highest ROI digital marketing channels.
- ✓ **Search Engine Optimization** - Make recommendations to a website on how it can improve its organic search rankings - in other words, perform search engine optimization on a website.
- ✓ **Search Engine Marketing** - Create a search engine marketing campaign and evaluate its effectiveness. Recommend changes that will improve the campaign's conversion rates and profitability.
- ✓ **Online Advertising** - Create an online display ad campaign and measure its return on ad spend (ROAS).
- ✓ **Email Marketing** - Implement best practices to cultivate an email list and send profitable broadcast emails.
- ✓ **Social Media** - Utilize knowledge of social media tactics to design an effective social media campaign.
- ✓ **Reputation Management** - Implement online reputation management tactics to improve the online reputation of a brand.
- ✓ **Digital Marketing Strategy** - Design and execute a digital marketing strategy to profitably allocate digital marketing budget across various digital ad channels and across marketing efforts of demand generation, demand harvesting, and customer loyalty building.
- ✓ **A.I. Strategy** - Incorporate generative A.I. responses into digital marketing workflows to improve efficiency and effectiveness of digital ad campaigns.

Chapters / Units:

- Chapter 1: Digital Marketing Foundations
- Chapter 2: Web Design (Desktop and Mobile)
- Chapter 3: Analytics
- Chapter 4: On-Site SEO
- Chapter 5: Off-Site SEO
- Chapter 6: Paid Search Marketing
- Chapter 7: Display Advertising
- Chapter 8: Email Marketing
- Chapter 9: Social Media Strategy
- Chapter 10: Social Media Platforms
- Chapter 11: Online Reputation Management
- Chapter 12: Mobile Marketing
- Chapter 13: Digital Strategy
- Chapter 14: Artificial Intelligence for Digital Marketing

Chapter Quizzes 1-14: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to complete.

Module 1 Exam (Covers Chapters 1-14): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 3: Content Marketing Strategies

2024 Version from Nick Mattar, Publisher: Stukent

Content marketing has recently become one of the most popular and effective digital marketing strategies. And with the rise of video marketing, podcasting, and mobile design, content now takes many forms. At the intersection of development, creativity, and marketing, content marketing is an art that requires an understanding of many disciplines.

In Introduction to Content Marketing, students will get a crash course on the most common forms of content creation as well as the methods to drive website traffic and subsequent new business. Marketing principles such as inbound marketing, positioning, segmentation, social media marketing, and email marketing will also be discussed.

Learning Objectives:

After successfully completing the module, students will have the skills necessary for an entry level position in digital marketing, content marketing, social media, email marketing, or web writing:

- ✓ Write, produce, or record new content that appeals to a business's target audience
- ✓ Integrate multiple forms of media into a single piece of content to maximize impact
- ✓ Create a full content strategy to help a business meet its digital marketing goals
- ✓ Promote content via the appropriate channels and platforms to reach the proper audience
- ✓ Update content based on a data-driven approach

Chapters / Units:

- Chapter 1: What is Content Marketing?
- Chapter 2: Content and Its Different Forms
- Chapter 3: Marketing Principles
- Chapter 4: Blogging: Writing for the Web
- Chapter 5: Video Content
- Chapter 6: Podcasts and Other Audio Content
- Chapter 7: Visual Content
- Chapter 8: Events, Downloads, and More
- Chapter 9: Selecting a Social Media Platform
- Chapter 10: Sharing Content on Social Media
- Chapter 11: Search Engine Optimization
- Chapter 12: List Building and Email Marketing
- Chapter 13: Refreshing Older Content
- Chapter 14: Content Marketing Analytics
- Chapter 15: Online Advertising
- Chapter 16: The Business of Content Marketing

Chapter Quizzes 1-16: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 2 Exam (Covers Chapters 1-16): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 4: Digital Marketing Analytics: Strategic Decision-Making

2024 Version from Nathan David, Publisher: Stukent

Digital marketing analytics is fundamental to digital marketing because it is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). An effective digital marketing strategist is a vital data translator for a business. You can be a digital marketing strategist and establish yourself as an indispensable employee. Becoming a strategist requires the cultivation of both technical and soft skills. These skills are taught through this module.

Learning Objectives:

- ✓ **Digital Marketing Analytics:** Understand digital marketing analytics and how to apply it to your marketing career.
- ✓ **Digital Consumer:** Understand how the scale of collected consumer data and the emergence of consumer privacy protections affect marketing in the digital age.
- ✓ **Digital Company:** Recognize a business's current level of analytics maturity and plan how to enhance that analytics maturity.
- ✓ **Measurement Model:** Understand business measurement models and how to establish them to enhance digital marketing analytics effectiveness.
- ✓ **Data-driven Decisions:** Know the advantages of data-driven decision-making and be able to apply the decision-making framework – question, curate, analyze, and optimize.
Analyze: Determine the analysis approaches and techniques that best support various business questions.
- ✓ **Optimize:** Understand that insights are only impactful when implemented and know how to prioritize persuasive recommendations for various audiences.
- ✓ **Owned Media Analytics:** Understand owned media analysis and optimization strategies to create lasting business value.
- ✓ **Paid Media Analytics:** Know how to connect paid media analytics to business results.
- ✓ **Earned Media Analytics:** Interpret earned media analytics and provide performance insights.
- ✓ **Competitive Research:** Interpret competitor analytics and provide actionable business recommendations.

Chapters / Units:

- Chapter 1: Digital Marketing Analytics
- Chapter 2: Digital Consumer
- Chapter 3: Digital Company
- Chapter 4: Measurement Model
- Chapter 5: Data-driven Decisions
- Chapter 6: Analyze
- Chapter 7: Optimize
- Chapter 8: Websites
- Chapter 9: Organic Search
- Chapter 10: Social Media
- Chapter 11: Mobile Apps
- Chapter 12: Email
- Chapter 13: Paid Media
- Chapter 14: Earned Media
- Chapter 15: Competitive Research

Chapter Quizzes 1-15: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 3 Exam (Covers Chapters 1-15): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 5: E-commerce: Essentials of Online Business

2024 Version from Dr. Kyle Allison, Publisher: Stukent

The topic of this module is the emerging electronic commerce (e-commerce) industry. The course ties in essential business processes such as operations, marketing, supply chain, finance, and others that underpin this digital business model. The module covers the infrastructure, key technologies, economic and technological factors and functions of electronic commerce, and business-to-consumer and business-to-business online models.

Additionally, this module looks at e-commerce web analytics and how it helps in website design analysis, website marketing, and online user experience effectiveness. To build up successful online marketplace tactics and experiences, one must learn the appropriate success metrics to create effective e-commerce strategies.

This module is to help students gain a theoretical understanding of the current online marketplace relative to online consumer behavior and external factors facing the industry. The module includes content on evaluating the skills, principles, and framework of e-commerce operations, management, marketing, and strategy. The course is also intended to build your fundamental knowledge and critical thinking abilities for competing and strategizing in this rapidly evolving digital business model of e-commerce.

Learning Objectives:

After completing this module, students will be able to:

- ✓ Understand the key concepts of e-commerce, digital business, and transformation in today's disruptive business climate
- ✓ Analyze e-commerce website methods, design, and customer experiences
- ✓ Evaluate online marketplace business models to include B2C and B2B channels
- ✓ Implement application activities to showcase the best practices in various business discipline functions and value chains that support e-commerce, including finance, supply chain, operations, marketing, customer service, and others
- ✓ Apply the framework of e-commerce strategy planning, analytics, and execution
- ✓ Examine the role of online customer behavior in e-commerce business

Chapters / Units:

- Chapter 1: E-Commerce Foundations
- Chapter 2: E-Commerce Marketplace and Competition
- Chapter 3: E-Commerce Software, Technologies, and Infrastructure
- Chapter 4: External Environment and Customer Data Management
- Chapter 5: E-Commerce Strategy and Web Analytics
- Chapter 6: Online Customer Demand and Supply Chain
- Chapter 7: Digital Marketing in the E-Commerce Arena
- Chapter 8: E-Commerce CRM and Sales Management
- Chapter 9: Customer Service and Experience
- Chapter 10: Digital Transformation and Future Perspectives

Chapter Quizzes 1-10: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to complete.

Module 4 Exam (Covers Chapters 1-10): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 6: Email Marketing Essentials

2024 Version from John Fogli & Suren Dias, Publisher: Stukent:

This module introduces email marketing principles and practices as well as the development and implementation of an email marketing strategy. This course covers topics like developing an email marketing campaign, building an email marketing list, choosing email marketing distribution software, writing appropriate email messages, and employing email marketing analytics. The module also emphasizes executing and monitoring an email campaign to achieve business objectives.

Learning Objectives:

- ✓ Discuss real-world applications for email and explain why email is used
- ✓ Identify the uses of the different types of email messages
- ✓ Analyze processes associated with lead generation
- ✓ Analyze third-party email marketing tools for applicability and efficacy
- ✓ Describe email spam and the legal regulations associated with spam
- ✓ Evaluate best practices associated with email automation
- ✓ Compare different email metrics and how they are applied to email campaigns
- ✓ Evaluate the challenges of social media and how it can synchronize with email marketing campaigns
- ✓ Evaluate email campaign best practices to optimize the chances of success

Chapters / Units:

- Chapter 1: Introduction to Email Marketing
- Chapter 2: Designing an Effective Email Message
- Chapter 3: Lead Generation
- Chapter 4: Third-Party Software for Email Marketing
- Chapter 5: Understanding Spam
- Chapter 6: Email Automation
- Chapter 7: Measuring Email Performance
- Chapter 8: Social Media
- Chapter 9: Blogs and Landing Pages
- Chapter 10: Email Marketing Blunders and Successes

Chapter Quizzes 1-10: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 5 Exam (Covers Chapters 1-10): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 7: Integrated Marketing Communications: Building the Brand

2024 Version from Dr. Diane L. Law, Publisher: Stukent

In today's world, there are many marketing tools – advertising, direct mail, social media, email, SEO, content marketing – it's easy to get confused. How best to understand all these marketing options? Integrate them! Integrated marketing communications (IMC) integrates various marketing tools to provide clarity, consistency, and maximum communications impact by providing customers with information in the formats they prefer.

This IMC module provides key instruction on the concepts and methods in marketing communications for traditional and digital media, including a foundation in the development and execution of integrated communications strategies for an organization. Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, promotion, and the execution of marketing communications practice. Instruction is to be accomplished through lectures, discussions, quizzes, and the development of an IMC campaign for an organization. The module will examine the process by which integrated marketing communications programs are planned, developed, and executed, as well as the various factors and considerations that influence the process.

Learning Objectives:

This module is designed to enable students to:

- ✓ Exhibit an in-depth understanding of the integrated marketing communications functions and their role in marketing strategies
- ✓ Perform a situation analysis and propose appropriate IMC tactics and strategies for a product or service
- ✓ Create a company IMC campaign that includes both traditional and digital marketing tactics
- ✓ Evaluate the effectiveness of an IMC campaign

Chapters / Units:

- Chapter 1: What is Integrated Marketing Communications?
- Chapter 2: Developing a Successful IMC Campaign
- Chapter 3: Understanding the Market
- Chapter 4: The Creative Process
- Chapter 5: Marketing Communications Mix
- Chapter 6: IMC Channels: Advertising
- Chapter 7: IMC Channels: Public Relations
- Chapter 8: IMC Channels: Digital Marketing
- Chapter 9: IMC Channels: Direct Marketing
- Chapter 10: IMC Channels: Broadcast Media
- Chapter 11: IMC Channels: Print Media and Out-of-Home
- Chapter 12: Implementing the Campaign
- Chapter 13: Measuring Campaign Success

Module 8: Mobile Marketing

2024 Version from Becker, Berney, Hanley, McCabe, Schiele, Publisher: Stukent

This module covers how mobile marketing defines business today, including strategy, tracking ROI, advertising, applications and mobile websites. From text messaging to QR codes, consumer interactions with mobile devices, and the laws and ethics of mobile marketing are explored in this course.

Learning Objectives:

- ✓ Outline how mobile strategy shapes the marketing of products and services.
- ✓ Plan mobile advertising, mobile promotions and location-based marketing.
- ✓ Develop and organize challenges in mobile marketing, including the evolution of new technologies.
- ✓ Evaluate mobile marketing strategies in relation to current legal and ethical standards of practice.
- ✓ Evaluate techniques of mobile marketing using strategies such as: target marketing and tracking ROI of customers for business, governmental, and not-for-profits in the global marketplace.
- ✓ Assess the effectiveness of integrating mobile marketing with online and offline marketing.

Chapters / Units:

- Chapter 1: Introducing Mobile Marketing
- Chapter 2: Creating Strategy for Growth
- Chapter 3: Establishing a Mobile Path
- Chapter 4: Mobile Messaging
- Chapter 5: Marketing Mobile Apps
- Chapter 6: Experiencing Mobile Advertising
- Chapter 7: Understanding the Mobile Landscape
- Chapter 8: Designing for Mobile
- Chapter 9: Intersecting Mobile and Privacy
- Chapter 10: Profiting in the Mobile Marketing Future

Chapter Quizzes 1-10: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 6 Exam (Covers Chapters 1-10): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 9: Search Engine Optimization: Strategy & Skills

2024 Version from Steve Wildeman and Scott Crowley, Publisher: Stukent

This module examines the strategic use of search engine optimization in marketing to build profitable customer relationships. Topics in the module will include consumer search behavior, search engines and algorithms, website user-experience, on- and off-page SEO, and strategies for conducting SEO campaigns for traditional and niche search engines. The module is designed to teach the fundamentals of SEO as well as provide practice with analysis and skills associated with doing SEO for a business or organization.

Learning Outcomes:

- ✓ Understand the primary business function of SEO
- ✓ Perform appropriate analysis in preparation for conducting a successful SEO campaign
- ✓ Accomplish key tasks associated with SEO for websites and other media
- ✓ Measure and report on SEO outcomes and make adjustments based on performance data

Chapters / Units:

- Chapter 1: An Overview of Search
- Chapter 2: Searcher Behavior
- Chapter 3: Search Engines
- Chapter 4: Performance Indicators
- Chapter 5: Technical SEO
- Chapter 6: User Experience (UX)
- Chapter 7: Keyword Research
- Chapter 8: Site Structure & Keyword Mapping
- Chapter 9: Content Optimization
- Chapter 10: Off Page SEO
- Chapter 11: Link Building
- Chapter 12: Holistic SEO Strategy
- Chapter 13: Local SEO
- Chapter 14: YouTube SEO
- Chapter 15: The Future of Search: Amazon, Voice, and ORM

Chapter Quizzes 1-15: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 7 Exam (Covers Chapters 1-15): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 10: Social Media Marketing

2024 Version from Stephen & Bart, Publisher: Stukent

Social media is changing how business is done around the world in almost every industry. The marketing and business worlds are undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded consumers, and it has also opened up numerous new communication channels available for marketers and brands to connect with current and potential customers. This module is designed to help you understand how marketing has (and has not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what's really going on in digital/social/mobile marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving business and marketing goals.

Note that this module is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this module is not solely about these platforms. The intention is to broaden your perspective, not narrow your thinking by focusing on just a few platforms that happen to be important now. The emphasis of this module is instead on understanding consumers' social interactions, examining the various social media channels available to marketers, learning how to build social marketing strategies, and practicing how to track their effectiveness. Also, since social media is heavily technology-driven, we will cover some relevant related aspects in digital marketing more broadly, including emerging topics in electronic commerce and mobile marketing.

Learning Objectives:

- ✓ Understand what social media is and how this new type of media and communications technology influences how business and marketing is done
- ✓ Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies
- ✓ Develop skill in using the predominant social media tools currently available for business/marketing communication
- ✓ Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management)
- ✓ Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage consumers and to increase social impact, influence, and value
- ✓ Develop a strategic plan for identifying opportunities for using social media in a company

Chapters / Units:

- Chapter 1: Social Media Revolution
- Chapter 2: Connected Customers and Social Interactions
- Chapter 3: Social Media Audit
- Chapter 4: Social Media Metrics
- Chapter 5: Strategic Usage of Social Media and Strategy Planning
- Chapter 6: Managing Social Media Communications and Planning Cycles
- Chapter 7: Designing Content for Social Media Communications
- Chapter 8: Using Paid Social Media - Advertising on Social Media Platforms
- Chapter 9: Using Earned Social Media - Seeding and Viral Marketing
- Chapter 10: Marketing Research Using Social Media
- Chapter 11: New Product Development and Launches Using Social Media
- Chapter 12: Managing Customers Using Social Media
- Chapter 13: Case Study - Digital Transformation at Disney World
- Chapter 14: Case Study - American Eagle
- Chapter 15: Case Study - Imagine Dragons and their Superfans
- Chapter 16: Case Study - Beyonce'
- Chapter 17: Case Study - MountainDew and Flavor Crowdsourcing
- Chapter 18: Case Study - Delta Airlines and @DeltaAssist
- Chapter 19: Case Study - E2 Kickstarter

Chapter Quizzes 1-19: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 8 Exam (Covers Chapters 1-19): Randomized 50 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 2 hours to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.

Module 11: AI in Marketing: Micro Module

2024 Version from Christina Kalberg, Publisher: Stukent

In this module, you will learn the latest AI application to digital marketing and the implications of using AI to maximize outcomes and evolution if decision making with AI.

Learning Objectives:

- ✓ Identify the four Large Language Model (LLM) prompt types - text-to-text, text-to-visual, text-to-video, and text-to-audio
- ✓ Apply the appropriate rules of engagement in real-world GenAI scenarios
- ✓ Evaluate GenAI outputs in a real-world scenario using best practices for ethical decision-making
- ✓ Revise generative AI outputs for accuracy, bias, and misinformation
- ✓ Create a variety of marketing and business materials using GenAI

Chapters / Units:

- Chapter 1: What is GenAI?
- Chapter 2: Ethical Decision-Making in AI
- Chapter 3: Prompt Pattern Strategies for Marketing with AI Tools

Chapter Quizzes 1-3: Randomized 20 multiple choice questions (MCQ) - minimum pass score (MPS) = 85%. Each quiz is lockdown browser and provided 45 minutes to compete.

Module 9 Exam (Covers Chapters 1-3): Randomized 25 Multiple Choice Questions - minimum pass score = 85%. Lock down browser exam provides 1 hour to complete.

Students may retake the quizzes and exams as necessary to practice applying the knowledge and improving mastery. The highest score is retained based on learner attempts. All quizzes and exams are multiple choice questions that are randomly selected from a pool of questions, time limited, and utilize locked down browser security.



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