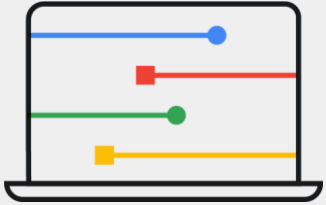




Google Digital Marketing, E-Commerce

Job titles



- Marketing Coordinator
- Marketing Assistant / Associate / Specialist
- Search Engine Optimization Specialist / Analyst
- Paid Search Specialist
- Media Coordinator
- Media Planner
- Email Marketing Specialist
- E-commerce Associate
- E-commerce Analyst

7 Courses Total
over 170 hours of instruction and hundreds of practice-based assessments

Topics Covered:

- Engaging customers
- Content marketing
- Marketing analytics
- Email marketing
- Selling online

Skills Acquired:

- Learn the fundamentals of digital marketing and e-commerce, including email marketing, marketing analytics & measurement, SEO / SEM, reaching customers & selling online, and building customer loyalty.
- Apply digital marketing and e-commerce skills to help businesses grow their online presence and sales.
- Use digital marketing and e-commerce tools, such as Canva, Constant Contact, Hootsuite, HubSpot, MailChimp, Shopify, Twitter, Google Ads, and Google Analytics.
- Construct artifacts that can be gathered into a portfolio to show to potential employers.