

# Digital Marketing

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 **GENERAL ASSEMBLY**



# Overview

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*Build confidence and capability to apply modern marketing strategies on the job, driving growth with comprehensive, multichannel campaigns.*

Digital marketing is about so much more than emails and banner ads. When it's done well, it's a true competitive advantage that increases business profit, and it's the future of the marketing profession.

This course will equip you with the skills you need to be a productive and effective marketer and keep pace with an evolving digital landscape. You'll learn current tools and best practices to drive sales leads, boost customer engagement, and help your brand stand out in a crowded market.

## By the end of the course, you will be able to:

- Use a full arsenal of digital marketing tools, including Google AdWords and Facebook.
- Design and execute comprehensive marketing plans through channels such as social media, search, email, and paid advertising.
- Execute marketing strategy that's powered by data and customer insight.
- Measure and optimize performance for campaign success using Google Analytics.



# What To Expect

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Engage in hands-on, project-based learning that's designed to build fluency in the most important digital marketing concepts and tools.

## As a student, you'll:

- Explore new concepts and tools through expert-led lectures and discussions.
- Complete hands-on exercises to reinforce newly learned skills.
- Dive deeper into topics and techniques using real-world scenarios.
- Receive individualized feedback and support from your instructional team.
- Apply what you've learned to create a portfolio project: an end-to-end campaign that addresses a real-world growth problem.





## Prerequisites

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This is a beginner-friendly program with no prerequisites, although many students are familiar with basic marketing concepts and have worked on campaigns. Whether you're brand new to the field or you're looking to get more from existing campaigns, our curriculum will enable you to explore the full suite of modern marketing tools and put them to work for you, your company, and your career.

Our [Admissions team](#) can discuss your background and learning goals to advise if this course is a good fit for you.

## The Final Project

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For the Digital Marketing final project, you'll work with either a real company or the scenario company provided, telling the story of your customer, your company, and the current state of its digital marketing efforts. You'll identify a marketing challenge and set an objective to overcome it.

Students will prepare and deliver a five- to 10-minute presentation that:

- Defines one key performance indicator (KPI) to measure your chosen marketing objective.
- Details your tactics, one KPI per tactic, and your plan to execute the campaign.
- Effectively communicates how you measured and optimized your campaign — or how you plan to measure and optimize it as data come in.



# Course Structure

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## Pre-Work

Complete a series of self-paced preparatory lessons before each class to get up to speed on the fundamentals of the day's topic.

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## Homework

Apply what you've learned in class to cumulative assignments that build toward the final project.

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## Instructor-Led Lessons: Foundations

The first half of this course is focused on solving a marketing problem for a scenario company that has both B2C and B2B customers. You'll work through its needs to plan campaigns, apply tactics on digital platforms, and review representative data for insights.

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## Instructor-Led Lessons: Deep Dives

In the second half of the course, you'll turn your attention to a marketing problem provided by a company of your choice. Students in the 1-week accelerated course, as well as those in the 10-week course who are unable to find a project company, will continue working on the scenario provided. Your instructor will customize deep dives based on your cohort's needs to further expand your knowledge of key skills.

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## Presentations

Share your final presentation and receive feedback from your instructional team and classmates.



# What You'll Learn

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## Objective-First Marketing

*Explore objective-driven approaches to campaign planning.*

- Apply the Objective-First Marketing Framework to develop a campaign strategy.
- Choose KPIs that correspond to marketing objectives.
- Select channels and tactics for audience and marketing objectives.
- Create appropriate benchmarks.
- Differentiate between single-channel, multi-channel, and omni-channel marketing.

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## Customer Insights

*Gain clarity into who your audience is and what resonates with them most.*

- Leverage data tools to gather information about your customers.
- Effectively communicate a brand's value proposition to a target customer.

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## Social Media

*Discover options for advertising on various social platforms.*

- Structure and segment ad campaigns, target customer groups, and analyze performance on social channels.
- Explain the trade-offs between reach and precision in targeting, and discover factors that impact overall cost and performance.
- Choose the optimal bidding type — cost per mille (CPM), cost per click (CPC), or cost per acquisition (CPA) — for paid social campaigns.
- This unit will be taught using the most dominant paid social platform in your market, most likely Facebook.

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## Paid Search

*Survey the mechanics of search engine marketing.*

- Structure campaigns, write a paid search ad, and apply target keywords.
- Choose the optimal bidding type for a paid search campaign.
- Reach existing customers with retargeting-based campaigns.
- This unit will be taught using the most dominant paid search platform in your market, most likely Google AdWords.



## SEO and Content Strategy

*Identify organic tactics for ranking higher in search results.*

- Explain which elements of a webpage are used by search engines to determine its search result ranking.
- Identify opportunities for search engine optimization.
- Conduct keyword research and evaluate keyword for intent, volume, and competitiveness.
- Create content that furthers SEO goals.
- Recognize backlinks to a webpage, along with methods for acquiring more/better backlinks.

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## Google Analytics

*Get familiar with essential features and functions of this leading data platform.*

- Describe the role of cookies and tags in collecting data.
- Gather insights from the Audience, Acquisition, Behavior and Conversion sections of Google Analytics.
- Analyze a conversion funnel to create micro- and macro-goals and identify user experience (UX) obstacles.
- Create UTM codes in adherence to best practices.

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## Measurement

*Learn to gauge the performance of campaign tactics.*

- Calculate CPM, CPC, click-through rate (CTR), conversion, CPA, and return on advertising spend (ROAS).
- Analyze data to compare the performance of two or more channels.
- Describe the purpose of attribution in optimization and the pros and cons of different models.

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## Testing

*Take a scientific approach to optimizing digital marketing strategy.*

- Design statistically sound A/B tests for social media, paid search, and websites.
- Evaluate the statistical significance of test results.

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## Email Marketing

*Get acquainted with platforms and best practices for this high-ROI channel.*

- Describe how to use CRM data to create a personalized email campaign.
- Explain email automation and how it benefits marketers.
- Use an industry tool to design an email.



# Frequently Asked Questions

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## Why are digital marketing skills relevant today?

Technology has evolved over the last decade and completely changed the way that people communicate, discover, and consume products. With 3.2 billion people on social media and eCommerce sales expected to reach \$4.5 trillion by 2021, every business is embracing digital marketing to tap into new audiences, boost brand engagement, and drive bottom-line growth.

According to McKinley Marketing Partners' [annual trends report](#), 61% of surveyed companies expected to add digital marketers to their teams. And yet supply has struggled to keep up as companies compete for qualified talent, particularly at junior- to mid-levels of seniority. Investing in this future-proof skill set can help you advance in your current profession or explore a growing field.

## What are the professional backgrounds of digital marketing students?

Digital Marketing is our best entry-level course for junior marketers and others exploring a career that bridges business and tech. You'll find a diverse range of students in the classroom, including:

- Traditional marketers or specialized marketers who want to upgrade and diversify their skill set and gain confidence with digital tools.
- Designers, copywriters, salespeople, and product managers looking to collaborate more effectively with their marketing counterparts.
- Juniors, recent graduates, or career changers who are seeking a foundational skill set and the confidence to succeed on the job.
- Entrepreneurs and freelancers who want to grow their own business, expand their client base, or turn a passion project into a reality.

Ultimately, this program attracts a community of eager learners who have an interest in running smart campaigns that are customer-focused and backed by data.

## What does my tuition cover?

Here are just some of the benefits you can expect as a GA student:

- 40 hours\* of expert instruction designed to build a well-rounded foundational digital marketing skill set.
- A short onboarding task to prepare for this course.
- Robust coursework, including expert-vetted lesson decks, project toolkits, and more. Refresh and refine your knowledge throughout your professional journey as needed.
- A real-world, multichannel campaign, developed and executed with support from your instructor.
- Individual feedback and guidance from instructors and TAs during office hours. Stay motivated and make the most of your experience with the help of GA's dedicated team.
- Exclusive access to alumni discounts, networking events, and career workshops.

\* The duration of Toronto's Digital Marketing course is 39.5 hours.





- A GA course certificate to showcase your new skill set on LinkedIn.
- Connections with a professional network of instructors and peers that lasts well beyond the course. The global GA community can help you navigate and succeed in the marketing field.

### Will I earn a certificate?

Yes! Upon passing this course, you will receive a certificate of completion. Thousands of GA alumni use their course certificate to demonstrate skills to employers and their LinkedIn networks. GA's Digital Marketing course is well-regarded by many top employers, who contribute to our curriculum and use our marketing programs to train their own teams.

### Who teaches this course?

Our instructors represent the best and brightest digital marketing professionals whose clients include Google, Warby Parker, and Revlon. They combine in-depth experience as practitioners with a passion for nurturing the next generation of talent.

We work with a large pool of experienced instructors around the world. Please [speak with our Admissions team](#) to find out who is teaching the upcoming course in your location.

### Can I work full-time while enrolled in this course?

Yes! All of our part-time courses are designed for busy professionals with full-time work commitments. Depending on your location, classes meet twice per week in the evenings, or all day on Saturday. If you're able to dedicate a full week to learning, we also have a full-time, accelerated 1-week option. You may opt to take this course in-person at one of our 20 campuses or online via our Remote classroom setup.

You will be expected to spend time working on homework and projects outside of class hours each week, but the workload is designed to be manageable with a full-time job.

If you need to miss a session or two, we offer resources to help you catch up. We recommend you discuss any planned absences with your instructor.

### Which format should I take this course in — on campus or online?

It's up to you! Our Remote courses offer a learning experience that mirrors GA's on-campus offerings but allow you to learn from the comfort of home. If you don't live near a GA campus, have a busy travel schedule, or just want to save yourself the commute, a Remote course could be a good option for you if available in your market. You'll still get access to the expert instruction, learning resources, and support network that GA is known for.

If you prefer to learn alongside your peers and can make it to campus, our in-person courses allow you to take advantage of our beautiful classrooms and workspaces.

Our [Admissions team](#) can advise you on the best format for your personal circumstances and learning style.

### What are my financing options?

We offer a variety of different [financing options](#), including installment plans, so you can focus on what counts — your education. Plus, more than 45% of our part-time students receive full or partial tuition reimbursement from their employers. Speak with our [Admissions team](#) to learn more and find the best fit for you and your finances.



## What projects will I work on during the course?

For your final project, you'll work on a real-world marketing problem, crafting an end-to-end campaign plan across multiple channels. You'll set objectives and KPIs, engage with customer research and storytelling, lay out tactics and a creative brief, and harness data to optimize your campaign. You'll also deliver a final presentation which can serve as a campaign case study for stakeholders, future employers, or your portfolio.

We encourage you to tackle a marketing challenge that's related to your work or a passion project you've been meaning to carve out time for.

Throughout the course, you'll also complete a number of smaller projects designed to reinforce what you've learned in each unit.

## Take The Next Step

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Have questions about our Digital Marketing course?

Our [Admissions team](#) is here to help you determine if this program is right for you and your goals. You can also:

- Attend an info session [online](#) or at your [local campus](#).
- Explore your [financing options](#).
- [Apply](#) to enroll in the course.