



Duke Digital Media and Marketing Certificate Program

Enhance Your Digital Marketing Skills and Excel in the Digital Economy

About the Program

The Duke Digital Media and Marketing Certificate Program features over 350-hours of training including hands-on simulations with the latest digital marketing tools. Designed by well-known industry professionals, the online self-paced Digital Media and Marketing Certificate is designed for individuals seeking to enhance their existing digital marketing skills or pursue a new career in the internet driven market. During this 12 month program, students can study the real-time curriculum online, watch streaming video lessons and learn the valuable and actionable skills necessary to be competitive online from industry known authors, speakers, and consultants.

The Duke Digital Media and Marketing Certificate Program requires students to complete the Digital Marketing Certified Associate (DMCA) Module and six advanced modules of their choice. *If time permits, students may complete all modules for no additional cost.*

Step 1:

Complete Digital Marketing Certified Associate (DMCA) Module

Digital Marketing Certified Associate

- Understand the various digital marketing disciplines: search engine optimization (SEO), social media marketing, pay-per-click (PPC), website conversion rate optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation and digital marketing strategy.
- Learn digital marketing execution tools: Google Analytics, Google AdWords, Facebook Marketing, Twitter Advertising, and YouTube Marketing.
- Decide how to formulate, plan and execute effective digital marketing strategies with the right channel mix in our digital marketing strategy module.
- Prepare for top digital marketing certification exams such as OMCA, Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing certifications.

Step 2:

Complete Advanced Modules (Choose Any Six)

Advanced Search Engine Optimization (SEO)

- Learn the skills required for SEO including how to attract organic traffic to the website, boosting visibility and new customers.
- Understand how search engines work and multiple research methods for effective data collection.
- Employ and learn best practices to promote search engine rankings of your website and market your website effectively.
- Measure the success of your website and increase your skill set with analytics.

Advanced Content Marketing

- Learn to create interesting and compelling content, creating messaging and content guidelines.
- Identify prospects and how to create an effective content marketing strategy including best practices across media types.
- Build skills to find industry influencers and identify promotional opportunities.
- Create appropriate content for each type of audience segment.

Advanced Social Media

- Discover how to draw more traffic, generate visibility and awareness by understanding social media strategies and overarching marketing campaigns.
- Learn advanced social media communication principles and platforms alongside strategy and analytics to demonstrate social media impact and hit KPIs.
- Understand how the emotions of sharing impact social exposure and how audiences can advance your marketing strategy.
- Identifying potential social media metrics for a campaign by describing the three key areas of business that social media can impact.

Advanced Mobile Marketing

- Understand mobile devices, core mobile product and service offerings as well as in-depth knowledge of rules and regulations related to mobile advertising.
- Learn key concepts of mobile marketing and social media optimized for mobile and how to create compelling content and design to drive great user experience.
- Effectively combine mobile marketing into your marketing campaigns and strategies to reinforce other channels of marketing.
- Obtain knowledge on the best ways to measure mobile marketing performance and the impact on other marketing channels.

Advanced Pay-Per-Click (PPC)

- Learn various aspects of pay-per-click advertising including the auction model, ranking algorithms and post-click activity.
- Understand the differences between various search engines and how each one can affect a campaign and be able to assess which one would be of the most use.
- Define, measure, and compare keywords and choose the best to fit the advertising model as well as analyze past PPC campaigns to determine viability.
- Become proficient in writing your own ads, developing landing pages and using ad groups and learn how to track clicks and calculate PPC ROI.

Advanced Website Conversion Rate Optimization

- Gain knowledge in conversion optimization and familiarize with website traffic and how to design appropriate campaigns around it.
- Learn how to persuade a potential lead and methodologies for creating appropriate campaigns to garner attention.
- Understand the repeatable conversion rate optimization process.

Advanced Web Analytics

- Learn how to leverage data from various sources to conduct quantitative and qualitative research delivering actionable, data-informed business insights.
- Understand how digital data analytics drives important insights for all aspects of the customer lifecycle across digital channels.
- Gain in-depth knowledge of web analytics, social analytics, mobile analytics and content analytics.
- Acquire a complete end-to-end understanding of how digital and data analytics impact the conversion funnel, customer retention and acquisition, CPA, LTV and the customer engagement through tools such as Google Analytics, Google Digital Studio, Klipfolio and Tableau.

Advanced Email Marketing

- Learn how to draw more traffic, gain visibility and awareness through the careful use of email marketing techniques to guide prospects.
- Understand how to efficiently build an email list and email campaigns and generate a higher number of email subscribers.
- Gain insight into the rules and regulations related to email marketing and the important do's and don'ts of the industry.
- Identify the art of sending mass emails to a selected group of recipients who are searching for the product you are selling and how to gather leads.

Short Courses (Electives)

- SMAC: Social Mobile Analytics and Cloud
- Build a Strong Personal Brand
- YouTube and Video Marketing
- Facebook Marketing and Advertising
- Pinterest Marketing
- Twitter Marketing and Advertising
- Display Advertising
- Certification in Twitter Advertising
- Digital Marketing for Asia
- Complete Google AdWords Professional
- Holiday PPC Advertising

Please note the curriculum listed above is subject to change at any time.

Duke Program Advantages:

Guidance: Live virtual mentoring sessions to connect with digital marketing experts and trainers plus 24x7 support by teaching assistants.

Labs: Undergo and access real-life experience by completing projects in Mimic Pro and Mimic social using Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing allowing you to simulate both paid and organic strategies

Tools: In-depth understanding of domain standard tools such as Google Analytics, Social Media Platforms, Google AdWords, Video Marketing, Tableau and many others.

Social Learning: Engage on the Simplitalk network, a community that allows for social sharing between students and subject matter experts.

Contact Information:

http://learnmore.duke.edu/certificates/digital_marketing

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