



NANODEGREE PROGRAM SYLLABUS

# Digital Marketing



# Overview

Learn to create marketing content, use social media to amplify your message, make content discoverable in search, run ad campaigns and advertise on Facebook. Additionally, learn how display and video ads work, how to market with email, and how to measure and optimize with Google Analytics.

IN COLLABORATION WITH

facebook.

Google

 Hootsuite

HubSpot

MailChimp

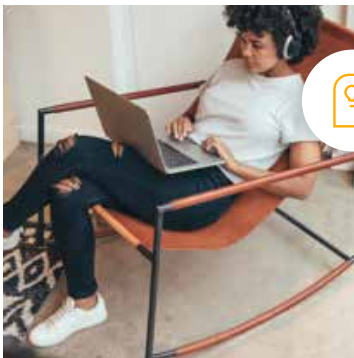
MOZ



**Estimated Time:**  
3 months at  
10hrs/week



**Prerequisites:**  
No experience  
required



**Flexible Learning:**  
Self-paced, so  
you can learn on  
the schedule that  
works best for you



**Need Help?**  
[udacity.com/advisor](https://www.udacity.com/advisor)  
Discuss this program  
with an enrollment  
advisor.

# Course 1: Marketing Fundamentals

Becoming a digital marketer is a journey — let us be your guide. In this course, we give you a framework to help you organize and plan your approach. We also introduce you to three companies that are featured throughout the Digital Marketing Nanodegree program as examples of how to apply what you learn in both B2C and B2B contexts.

## Course Project Prepare to Market

In this first project, you'll prepare for your new role as a digital marketer. You can choose to market your own company or a Sandbox B2C or B2B product we've provided. You'll market a B2C or B2B product, summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market.

### LEARNING OUTCOMES

#### LESSON ONE

##### Welcome to Digital Marketing

Marketing is an essential part of your everyday life. We will take you on a journey through the evolving digital marketing landscape. This course will teach the fundamentals to help you navigate and thrive in this fast-growing field.

#### LESSON TWO

##### The Digital Marketing Framework

We provide a framework to help you make the right decisions in an ever-changing digital marketing environment. Learn about our marketing map that covers the what, who, how, where and when of marketing.

#### LESSON THREE

##### What: Your Business

The journey begins with understanding the “what” you are marketing. Learn how to articulate a business model in a concise targeted way.

**LEARNING OUTCOMES**
**LESSON FOUR**
**Who & When:  
Your Customer**

Customers drive all marketing actions. Get to know this customer through empathy maps and hone in on your target by developing a user persona. Learn the different stages of the customer journey your customer will go through to reach you.

**LESSON FIVE**
**Where: Marketing  
Channels**

There are many different ways to reach your customer at different stages in their journey, with an increasing number of marketing channels from which to choose. Align your choice of marketing channel with the customer journey to achieve the best results.

**LESSON SIX**
**Why: Marketing  
Objectives & KPIs**

Setting marketing objectives and measuring your progress toward them with Key Performance Indicators is a crucial step of the planning process.



## Course 2: Content Strategy

Content is at the core of all marketing activity. In this course you will learn how to plan your content marketing, develop content that works well for your target audience, and measure its impact.

### LEARNING OUTCOMES

#### LESSON ONE

##### **Plan Your Content**

A marketer has a message and that message has to be communicated through great content. In this lesson, you learn how to plan and organize your content.

#### LESSON TWO

##### **Create Content**

Great content has a few common components. In this lesson, you learn the power of storytelling, different frameworks you can use to tell persuasive stories, and how to make the most of your content with curation and repurposing.

#### LESSON THREE

##### **Distribute & Promote Content**

Compelling content on its own won't get the job done. In this lesson, you learn how to promote and distribute your content, while keeping it all organized with a content calendar.

#### LESSON FOUR

##### **Optimize Website UX & Landing Pages**

Your website plays a crucial role in reaching your marketing objectives. In this lesson, you learn how to apply UX design principles to your website and how to create and test landing pages.

#### LESSON FIVE

##### **Measure Impact**

Measurement is key to the success of your content marketing. In this lesson, you learn what metrics to consider and how to optimize your results.

LESSON SIX

Jobs in Content Marketing

We describe what it's like to be a Content Marketer and what skills recruiters look for in the recruiting process.



# Course 3: Social Media Marketing (Organic)

Social media is a powerful channel for marketers. In this course, you learn more about the main social media platforms, how to manage your social media presence, and how to create effective content for each platform.

## Course Project Market your Content

In this project we want you to practice producing and marketing content about a subject you know very well — yourself! First you are going to write a blog post. Next, you'll craft social media post for three social platforms to share your blog post with your audience.

### LEARNING OUTCOMES

#### LESSON ONE

##### Social Media Landscape

First, it's important to understand the social media landscape. Plan your approach with the help of two popular frameworks and align your strategy with the customer journey.

#### LESSON TWO

##### Social Media Channels

We'll take a closer look at Facebook, Instagram, Youtube, Twitter and Snapchat. Deliver your message in the most important platforms for your audience. Find and work with influencers to help you.

#### LESSON THREE

##### Social Media Content

Each social media platform requires a distinct approach. In this lesson, you learn how to develop or adapt content for social media, make your content match the platform you choose and create content that audiences will share.

#### LESSON FOUR

##### Implement & Monitor Campaigns

Success in social media requires careful monitoring and management of your content and your audience. Social media management tools, like Hootsuite, can help you get the most out of social media.

**LESSON FIVE**

**Measure Impact**

As with all marketing campaigns, you'll need to measure the impact of you social media efforts. Measure success in different platforms and learn the formula to predict virality.

**LESSON SIX**

**Jobs in Social Media Marketing**

We describe what it's like to be a social media marketer and what skills recruiters look for in the hiring process.





# Course 4: Social Media Advertising (Paid)

Cutting through the noise in social media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message. In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.

## Course Project

### Evaluate a Facebook Campaign

In this project, you will be evaluating a Facebook ad campaign. We will provide you with the marketing objective, ad campaign, ad set and ad performance data for the campaign. You will be able to analyze this data set to evaluate KPIs and make recommendations for how a future iteration of the campaign could be improved.

## LEARNING OUTCOMES

### LESSON ONE

#### Intro to Social Media Advertising

Discover how social media advertising works and dive into the current landscape.

### LESSON TWO

#### Platforms for Social Ads

Social Media Platforms offer different opportunities for paid advertising. Learn what is possible on several platforms and evaluate which is right for your objective and audience.

### LESSON THREE

#### Facebook — Getting Started

Facebook is a powerful social media platform with a massive audience worldwide. Gain hands on experience by setting up your Facebook advertising account and explore campaign objectives.

### LESSON FOUR

#### Facebook — Create Ad Sets

Ads need to reach the right audience. In this Facebook-focused lesson, you'll learn different ways to target your audience, where to place your ads, and how to determine a budget and bidding schedule.

**LESSON FIVE**

**Facebook — Create and Manage Ads**

Facebook ads require thoughtful planning. Learn how to create and run ads on Facebook, write compelling copy, choose the right images, test different ads and evaluate the performance of ads using campaign examples.

**LESSON SIX**

**Jobs in Social Media Advertising**

We describe what it's like to be a social media advertiser and what skills recruiters look for in the hiring process.



# Course 5: Search Engine Optimization (SEO)

Search engines are an essential part of the online experience. Learn how to optimize your search engine presence through on-site and off-site activities, including how to develop your target keyword list, optimize your website UX and design, and execute a link building campaign.

## Course Project Conduct an SEO Audit

In this project, you will audit a website or your company's website and recommend actions to optimize its ranking in search engine results. You will recommend a target keyword list, evaluate the design and the UX of the site and recommend improvements.

### LEARNING OUTCOMES

#### LESSON ONE

##### How Search Works

To execute a successful SEO strategy, you need to know how search engines work. In this lesson, you'll learn search engines basics.

#### LESSON TWO

##### Keywords

SEO needs to align with the keywords that matter most to your target audience. In this lesson, you'll learn about keywords — how to choose the right ones for your objectives and how research can help you to identify them.

#### LESSON THREE

##### On-Site SEO: Optimize UX & Design

Learn how to optimize the UX and design of your site to help search engines find and associate your content with your target keyword list.

#### LESSON FOUR

##### Off-Site SEO: Link-building

Inbound links to your content are crucial in determining your search engine ranking for your target keywords. Develop and execute a link building strategy to improve your site's relevance and ranking.

#### LESSON FIVE

##### SEO Audit & Future of SEO

SEO is an ongoing effort and it is important to audit your site on a regular basis to ensure optimal visibility. Execute a content and technical SEO audit and explore tools that can help in this process.

#### LESSON SIX

##### Jobs in SEO

We describe what it's like to be a Search Engine Optimization (SEO) Marketer and what skills recruiters look for in the hiring process.

# Course 6: Search Engine Marketing with Google Ads (SEM)

Optimizing visibility in search engine results is an essential part of Digital Marketing. Reinforcing findability through Search Engine Marketing (SEM) is an effective tactic to achieve your marketing objectives. In this course, you learn how to create, execute and optimize an effective ad campaign using Google Ads.

## Course Project

Evaluate a Google Ads Campaign

In this project, you will be evaluating the performance of a Google Ads search campaign. We will provide you with the campaign's marketing objective, as well as performance data at the campaign, ad group, ad and keyword level. You will be able to use this data to assess how well the campaign performed and make recommendations for how a future iteration of the campaign might perform better.

## LEARNING OUTCOMES

### LESSON ONE

#### Keyword Selection

Explore how Google Ads is organized and plan a Google Ads campaign using keyword research.

### LESSON TWO

#### Create Text Ads

Search text ads are one ad type you can utilize in Google Ads. In this lesson, you learn how to write compelling search text ads, align your text ads with your target keywords and optimize landing pages to boost your search engine marketing campaigns.

### LESSON THREE

#### CPC Bidding

Learn how Google Ads bidding works, Google's ad placement formula, and plan your ad spend by calculating a max cost-per-click (CPC) bid.

### LESSON FOUR

#### Navigate Google Ads

Google Ads is the largest search engine advertising platform. In this lesson, you learn how to set up a search engine marketing campaign along with a few nuances of the tool.

**LESSON FIVE**

**SEM Metrics & Optimization**

Measuring, monitoring and optimizing your search advertising campaigns is the key to a successful return on investment (ROI). Discover key metrics to monitor and optimize your campaign performance.

**LESSON SIX**

**Jobs in SEM**

We describe what it's like to be a Search Engine Marketer (SEM) and what skills recruiters look for in the hiring process.



# Course 7: Display Advertising

Display advertising was the first form of advertising on the web. It's still a powerful marketing tool, strengthened by new platforms like mobile, new video opportunities and enhanced targeting. In this course, you learn how display advertising works, how it is bought and sold (including in a programmatic environment), and how to set up a display advertising campaign using Google Ads.

## Course Project

### Evaluate a Display Ad Campaign

In this project you will evaluate the results of a display advertising campaign and create a presentation of the results for management. Your summary will include the targeting strategy, creatives used, the results of the campaign, along with recommendations on how to improve the campaign.

## LEARNING OUTCOMES

### LESSON ONE

#### How Do Display Ads Work?

Display advertising has changed substantially over the years. Learn about this evolution and how display advertising works.

### LESSON TWO

#### Display Ads & Targeting

User targeting is crucial to the success of online display advertising. In this lesson, you learn about the different targeting options, from demographic targeting all the way to behavioral targeting.

### LESSON THREE

#### Sales Models

While early display advertising followed the traditional sales model used in the magazine industry, today an increasing number of display ads are sold programmatically, with ads traded in online marketplaces. Discover how the programmatic advertising landscape works.

### LESSON FOUR

#### Display Ads in Google Ads

Google Ads is a powerful display advertising platform. In this lesson, learn how to create, target, test and monitor a display advertising campaign using Google Ads.

### LESSON FIVE

#### Video Advertising

Video is a fast-growing online platform, for consumers and advertisers alike. Explore different video ad types and how to create effective video ads.

### LESSON SIX

#### Jobs in Display Advertising

We describe what it's like to be a Digital Marketer and what skills recruiters look for in the hiring process.

# Course 8: Email Marketing

Email is an effective marketing channel, especially at the conversion and retention stage of the customer journey. In this course, you learn how to create an email marketing strategy, create and execute email campaigns, and measure the results.

## Course Project Market with Email

In this project, you will plan and prepare an email marketing campaign for a Sandbox B2C or B2B product or your company's product/service. You will write an email and evaluate the results of an email campaign.

### LEARNING OUTCOMES

#### LESSON ONE

##### Email List Generation

Learn how to build a subscriber list with contact forms and explore the double opt-in process.

#### LESSON TWO

##### Create an Effective Email Campaigns

Unopened emails are a missed opportunity. In this lesson, you learn how to write subject lines, pre-headers, calls to action and effective email copy.

#### LESSON THREE

##### Create an Email Plan

An email plan is necessary for developing a successful email marketing strategy. Learn how to create an email calendar and plan different types of email campaigns, like transactional and drip campaigns.

#### LESSON FOUR

##### Measure Results

Email marketing is never done. In this lesson, you learn how to analyze the results of your email campaign, how to use A/B testing to improve your content, and how to use segmentation to better target specific subscribers.

#### LESSON FIVE

##### Jobs in Email Marketing

We describe what it's like to be a email marketer and what skills recruiters look for in the hiring process.

# Course 9: Measure & Optimize with Google Analytics

Measurability is what makes Digital Marketing uniquely powerful. Actions online can be tracked, and so can the effect of your digital marketing and advertising efforts. In this course, you'll learn how to use Google Analytics to evaluate your audience, measure the success of your acquisition, understand engagement efforts, evaluate your user's conversions to your goals, and use those insights to plan and optimize our marketing budgets.

## Course Project

Create your Portfolio

Now it's time to show off all of your hard work! For your final project, you will develop a marketing strategy and highlight your project work throughout the course in a presentable and comprehensive portfolio.

### LEARNING OUTCOMES

#### LESSON ONE

#### Get Oriented in Google Analytics

Google Analytics can look more complicated than it is. In this lesson, you learn the different components, metrics, and common definitions used in the platform.

#### LESSON TWO

#### Understand Your Audience

Google Analytics can tell you a lot about your audience. In this lesson, you learn how to evaluate your audience — who they are and how they align with your target.

#### LESSON THREE

#### Evaluate Acquisition

In this lesson, you learn how to find the source of your traffic — how your users found you.

#### LESSON FOUR

#### Understand Behavior

Google Analytics can track how your users behave once they reach your site. Take a look at how different audiences behave on your site — which content they consume, how engaged they are, and their path through your website.



**LESSON FIVE**

**Evaluate Conversions**

Discover how to set up your conversion goals in Google Analytics, evaluate your conversion success and identify obstacles to conversion in your site and landing pages for different traffic sources.

**LESSON SIX**

**Optimize Campaign Budgets**

All marketing action can be tracked. In this lesson, you learn how to evaluate the results of different campaigns using Google Analytics and how to compare results across platforms to further optimize your marketing budget.

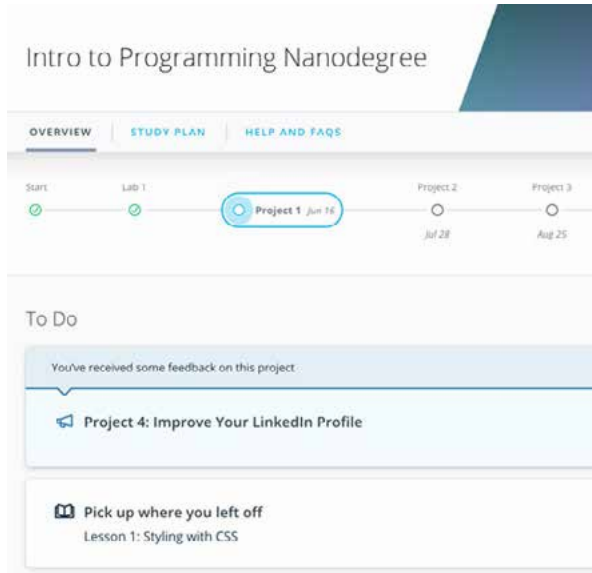
**LESSON SEVEN**

**Jobs in Marketing Analytics**

We describe what it's like to work in marketing analytics and what skills recruiters look for in the hiring process.



# Our Classroom Experience



## REAL-WORLD PROJECTS

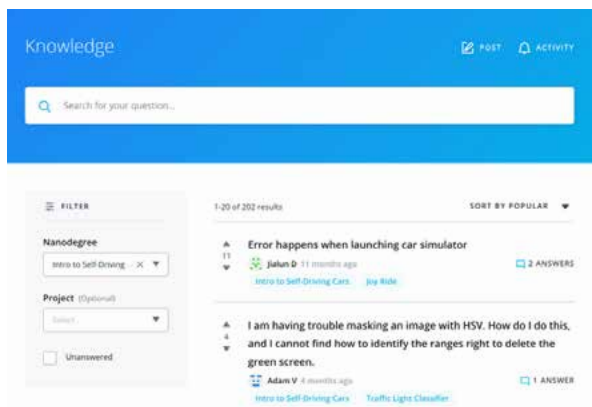
Build your skills through industry-relevant projects. Get personalized feedback from our network of 900+ project reviewers. Our simple interface makes it easy to submit your projects as often as you need and receive unlimited feedback on your work.

## KNOWLEDGE

Find answers to your questions with Knowledge, our proprietary wiki. Search questions asked by other students, connect with technical mentors, and discover in real-time how to solve the challenges that you encounter.

## WORKSPACES

See your code in action. Check the output and quality of your code by running them on workspaces that are a part of our classroom.

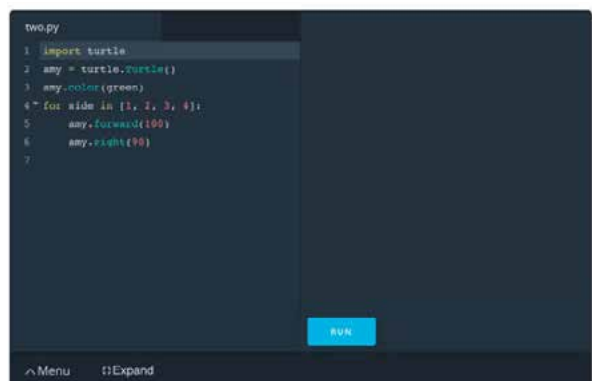


## QUIZZES

Check your understanding of concepts learned in the program by answering simple and auto-graded quizzes. Easily go back to the lessons to brush up on concepts anytime you get an answer wrong.

## CUSTOM STUDY PLANS

Create a custom study plan to suit your personal needs and use this plan to keep track of your progress toward your goal.



## PROGRESS TRACKER

Stay on track to complete your Nanodegree program with useful milestone reminders.

## Learn with the Best



**Anke Audenaert**

INSTRUCTOR

Anke led the development of Digital Marketing programs at Udacity. She previously ran Market Research at Yahoo!, co-founded two companies and is on the marketing faculty at UCLA Anderson.



**Daniel Kob**

INSTRUCTOR

Dan is a digital media entrepreneur, visual storyteller and Stanford MBA. He has worked in different roles in media, tech and marketing in Europe and the US.



**Julia Aspinal**

INSTRUCTOR

Julia is a digital marketer, front end engineer and former Teach for America teacher. She has worked in marketing, product management and web development roles at Scholastic, Udacity and other companies.

# All Our Nanodegree Programs Include:



## EXPERIENCED PROJECT REVIEWERS

### REVIEWER SERVICES

- Personalized feedback & line by line code reviews
- 1600+ Reviewers with a 4.85/5 average rating
- 3 hour average project review turnaround time
- Unlimited submissions and feedback loops
- Practical tips and industry best practices
- Additional suggested resources to improve



## TECHNICAL MENTOR SUPPORT

### MENTORSHIP SERVICES

- Questions answered quickly by our team of technical mentors
- 1000+ Mentors with a 4.7/5 average rating
- Support for all your technical questions



## PERSONAL CAREER SERVICES

### CAREER SUPPORT

- Resume support
- Github portfolio review
- LinkedIn profile optimization

# Frequently Asked Questions

## PROGRAM OVERVIEW

### WHY SHOULD I ENROLL?

Digital marketers are in high demand and in this unique introductory program, you'll learn exactly the skills you need to succeed in the field. We've collaborated with industry leaders like Google, Facebook, HubSpot, Hootsuite, Moz and MailChimp to help ensure that you emerge from the program with a valuable holistic understanding of how digital marketing works, and why it's so important. Multi-platform fluency and real-world experience are the building blocks for a successful career as a digital marketer, and this program is the ideal way to get started.

### WHAT JOBS WILL THIS PROGRAM PREPARE ME FOR?

Graduates will be uniquely prepared to fill a wide array of digital marketing roles. These include: social media analyst, social media manager, social media community manager, social media coordinator, social media marketer, social media strategist, SEO manager, SEO analyst, SEO partnership specialist, SEO strategist, digital marketing manager, internet marketing manager, website optimization manager, SEM analyst, SEM manager, SEM marketing coordinator, search analyst, paid search marketing manager, digital marketing manager, head of growth and acquisition and email marketing manager.

For market salary details, please visit [Paysa](#).

### HOW DO I KNOW IF THIS PROGRAM IS RIGHT FOR ME?

If your goal is to embark on a successful career as a digital marketer, and you want to master the right skills to run actual advertising campaigns on major digital platforms, analyze and optimize the results, and produce actionable insights based on your analysis, then this is the right program for you.

## ENROLLMENT AND ADMISSION

### DO I NEED TO APPLY? WHAT ARE THE ADMISSION CRITERIA?

No. This Nanodegree program accepts all applicants regardless of experience and specific background.

### WHAT ARE THE PREREQUISITES FOR ENROLLMENT?

The Digital Marketing Nanodegree program is designed for students with any skill level and work background. Students should be comfortable using a computer, navigating social media platforms and writing and reading in English.



# FAQs Continued

## TUITION AND TERM OF PROGRAM

### HOW IS THIS NANODEGREE PROGRAM STRUCTURED?

The Digital Marketing Nanodegree program is comprised of content and curriculum to support 8 projects. We estimate that students can complete the program in 3 months working 10 hours per week.

Each project will be reviewed by the Udacity reviewer network. Feedback will be provided and if you do not pass the project, you will be asked to resubmit the project until it passes.

### HOW LONG IS THIS NANODEGREE PROGRAM?

Access to this Nanodegree program runs for the length of time specified in the payment card above. If you do not graduate within that time period, you will continue learning with month to month payments. See the [Terms of Use](#) and [FAQs](#) for other policies regarding the terms of access to our Nanodegree programs.

### I HAVE GRADUATED FROM THE DIGITAL MARKETING NANODEGREE PROGRAM BUT I WANT TO KEEP LEARNING. WHERE SHOULD I GO FROM HERE?

Once you have completed the Digital Marketing Nanodegree program, you may want to consider taking the [Marketing Analytics Nanodegree](#) program, that can help you learn how to analyze the business impact of digital marketing.

## SOFTWARE AND HARDWARE

### WHAT SOFTWARE AND VERSIONS WILL I NEED IN THIS PROGRAM?

To enroll, students should have basic computer skills, a Gmail account and a Facebook account to follow along with the course material.

