



UDACITY  
FOR ENTERPRISE

THE SCHOOL OF BUSINESS

# Digital Marketing



NANODEGREE SYLLABUS

# Overview

## Digital Marketing Nanodegree Program

Embark on your digital marketing journey with the first two core courses to define your business's value proposition, marketing objectives and KPIs, target personas and customer journey, marketing channels, and content strategy. You will also have an opportunity to build more data-driven marketing insights about your customers and digital presence using Google Analytics and reimagine the future of your marketing capabilities by exploring newly emerging marketing technologies, what they can offer, and how you can adapt to the ever-changing landscape of digital marketing.

Then, build hands-on campaign skills with one of our five optional/elective courses in marketing channels—creating marketing content, amplifying your message through social media, making content discoverable in search, and running campaigns on a few major marketing platforms such as Facebook Ads and Google Ads.

### Program Information



#### TIME

3 months  
Study 10 hours/week



#### LEVEL

Foundational



#### PREREQUISITES

No experience required



#### HARDWARE/SOFTWARE REQUIRED

- A Google account
- Bing Webmaster Tools OR Google Site Manager
- Google Site Explorer or AHRefs
- Screaming Frog
- SERanking
- Google Ads Account
- Spreadsheet
- Presentation tool



#### LEARN MORE ABOUT THIS NANODEGREE

Contact us at [enterpriseNDs@udacity.com](mailto:enterpriseNDs@udacity.com).

# Our Classroom Experience



The screenshot shows the Udacity classroom interface for the 'Intro to Programming Nanodegree Program'. On the left, a sidebar lists the program's structure: SEARCH, PROGRAM HOME, SYLLABUS, and CORE CURRICULUM. The CORE CURRICULUM section displays seven lessons with completion percentages: 1. Welcome and Orientation (100%), 2. Intro to HTML (100%), 3. Intro to CSS (11%), 4. Intro to Python, Part 1 (13%), 5. Skill Workshop (8%), 6. Intro to Python, Part 2 (5%), and 7. Intro to Python, Part 3 (3%). The main content area is titled 'Intro to Programming Nanodegree' and includes tabs for OVERVIEW, STUDY PLAN, and HELP AND FAQ'S. The OVERVIEW tab shows a timeline with 'Start' (green), 'Lab 1' (green), 'Project 1 just re' (blue), and 'Jul 28' (grey). Below the timeline is a 'To Do' list with items: 'You've received some feedback on this project' (Project 4: Improve Your LinkedIn Profile), 'Pick up where you left off' (Lesson 1: Styling with CSS), 'Project 1: Animal Trading Cards' (using HTML and CSS to create a web-based card), and 'Plan your next two weeks of study' (Set aside time to work towards finishing the program). At the bottom, there is a message from 'Rafael Davis is here to help' stating 'Your personal mentor wants to answer your questions'.

## QUIZZES

Understanding concepts learned during lessons is made simple with auto-graded quizzes. Learners can easily go back and brush up on concepts at anytime during the course.

## 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.

The screenshot shows a 'Study Plan' interface. On the left, a sidebar lists various tasks: 1. Holding steady, 2. 10 minutes environment, 3. 10 minutes - draw a robot, 4. 10 minutes, 5. 10 minutes - order expresso, 6. 10 minutes - drawing, 7. 10 minutes - drawing with loops, 8. 10 minutes - drawing with loops, 9. 10 minutes - drawing with loops, 10. 10 minutes - drawing with loops, 11. 10 minutes - drawing with loops, 12. 10 minutes - drawing with loops, 13. 10 minutes - drawing with loops, 14. 10 minutes - drawing with loops, 15. 10 minutes - drawing with loops, 16. 10 minutes - drawing with loops, 17. 10 minutes - drawing with loops, 18. 10 minutes - drawing with loops, 19. 10 minutes - drawing with loops, 20. 10 minutes - drawing with loops, and 21. 10 minutes - drawing with loops. The main content area features a video player with a play button and a progress bar showing 'my\_left(45)'. Below the video is a text box with the placeholder 'Because this page, you'll be changing this program...'. A code editor window shows a snippet of Python code:

```
my_left(45)
```

## REAL-WORLD PROJECTS

Learners build new skills through industry-relevant projects and receive personalized feedback from our network of 900+ project reviewers. Our simple user interface makes it easy to submit projects as often as needed and receive unlimited feedback.

## KNOWLEDGE

Answers to most questions can be found with Knowledge, our proprietary wiki. Learners can search questions asked by others and discover in real-time how to solve challenges.

## WORKSPACES

Learners can check the output and quality of their code by testing it on interactive workspaces that are integrated into the classroom.

The screenshot shows the 'Knowledge' search results page. The top navigation bar includes 'LOG IN', 'LOG OUT', and 'SEARCH'. A search bar is present with the placeholder 'Search for your question...'. The main content area has a title 'Recent' and a subtitle 'View all 100 results'. It includes filters for 'Knowledgebase' (set to 'How-to/Helpdesk'), 'Project' (set to 'None'), and 'Unanswered' (unchecked). The results are sorted by popularity. The first few results are:

- 1. Error: Agents when launching an emulator (2 answers)
- 2. How do I use my phone to log in? (2 answers)
- 3. I am having trouble making an image with HSV. How do I do this, and I cannot find how to identify the ranges right to delete the green screen. (2 answers)
- 4. I have a question for "segmentation error" (2 answers)
- 5. 2D Histogram Filter: Triggering a DivideByZeroError instead of IndirectError (1 answer)

## PROGRESS TRACKER

Personalized milestone reminders help learners stay on track and focused as they work to complete their Nanodegree program.

# Learn with the Best



**Dawn Raquel Jensen**

VP OF CUSTOMER EXPERIENCE

Dawn Raquel Jensen merges social media, marketing, training, and strategy together as an embedded CMO to organizations and business owners. She received her EMBA from the Quantic School of Business & Technology. Dawn resides as VP of Customer Experience & an adjunct professor in social media for Seminole State College.



**Benjamin Kepner**

CEO

Benjamin is a CEO of Global Social Media Marketing, Udacity instructor, Google For Education Certified Trainer, and Digital Workshop Center Google Ads & Google Analytics instructor. Benjamin holds a B.B.A Marketing, International Business from the University of Georgia and 50 digital marketing certifications.



**Erica Reid**

DIGITAL MARKETING MANAGER

Erica Reid is a digital marketing consultant with a specialization in social media marketing. She formerly worked as Digital Marketing manager for Sysco Foods, Phillips 66, and Shell Oil Company, where she led content development and brand strategy for various platforms. Erica has a MA in Digital Communication from NYU.



**Matt Bailey**

FOUNDER & LEAD TRAINER, SITELOGIC

Matt Bailey is Founder and Lead Trainer at SiteLogic, and teaches Digital Marketing to the world's biggest brands and most recognized universities. With over 25 years in digital marketing and a Master of Education in Instructional Design, he is known for his dynamic training style and ability to simplify complexity.



## Liana Gross Furlini

PERFORMANCE  
MARKETING MANAGER

Liana Gross Furini is a digital marketing specialist, with 10+ years of experience. She is well versed in all types of paid media, and more recently have been focusing her career on paid social and paid search. Liana holds a Bachelor's Degree in Advertising and a Master's Degree in Social Communications.



## John Triggs

PRODUCT LEADER

John Triggs is a product leader who helps businesses connect with customers through digital marketing technology. He has led teams at Amazon, Capital One, and comScore. He has also helped clients achieve marketing goals through digital automation, personalization and insights. He has a Duke MBA and a UVA Systems Engineering degree.



## Jen Crompton

DIGITAL MARKETER AND  
PR PROFESSIONAL

Jen Crompton is a digital marketer, writer, and PR professional that has worked with companies of every size across most industries. She formerly served as an adjunct at Philadelphia University and a mentor for Count Me In for Women's Economic Independence. Jen earned her degrees from Ursinus College and Rowan University.

# Nanodegree Program Overview

## Course 1: Marketing Fundamentals

Building a digital marketing strategy is a journey—let us be your guide. In this course, we offer a framework to help you define your business's value proposition and branding and map out your customer journey, content strategy, and channels to achieve your business goals.

### Project

### Get Ready to Market

In this project, you'll strategize marketing plans for your own company or a sandbox company (Magnolia Coffee Company) we've provided. You'll summarize the business model of the company, articulate the marketing objective, and develop a target persona for the product you choose to market. Based on your framework, you will map out the stages and touchpoints of your customer journey and plan different types of content and channels at each stage.



# Nanodegree Program Overview



LESSON TITLE	LEARNING OUTCOMES
INTRODUCTION TO DIGITAL MARKETING FRAMEWORK	<ul style="list-style-type: none"><li>Become familiar with Udacity's digital marketing framework and how each part works together for your marketing strategy</li></ul>
YOUR BUSINESS VALUE	<ul style="list-style-type: none"><li>Identify the business you market and their core components</li><li>Explain how a business' value proposition is a key starting point for marketers</li><li>Align the marketing strategy with the company branding strategy</li></ul>
YOUR CUSTOMER	<ul style="list-style-type: none"><li>Build customer empathy maps and target personas</li><li>Build your customer journey in five stages</li><li>Map out the key touchpoints and stages of your customer journey</li></ul>
MARKETING CHANNELS	<ul style="list-style-type: none"><li>Explain how different types of channels affect your marketing strategy</li><li>Recognize that your choice of marketing channels depends on your customer journey</li><li>Identify the most relevant marketing channels to suit your customer journey</li></ul>
MARKETING OBJECTIVES AND PERFORMANCE	<ul style="list-style-type: none"><li>Describe the role of marketing objectives, KPIs, and metrics</li><li>Identify relevant KPIs given marketing objectives</li></ul>
PLAN YOUR CONTENT	<ul style="list-style-type: none"><li>Plan your marketing content by understanding your customer personas and classifying three types of content to serve them</li><li>Create and manage your content using creative storytelling and curation strategies</li><li>Develop execution plans to distribute, promote, and monitor your content by creating a content calendar</li><li>Identify the ideal type of landing pages or website structure to host your content</li></ul>
WORKING IN DIGITAL MARKETING ROLES	<ul style="list-style-type: none"><li>Identify the key skills and experiences required to become a digital marketer or work for digital marketing projects</li></ul>

# Nanodegree Program Overview

## Course 2: Marketing Data and Technology

Measurability and data makes digital marketing powerful and rapidly expand everyday. Digital marketing can be tracked, and so can affect your business goals and marketing efforts. In this course, you'll learn the value of marketing data and trending technologies and how popular marketing analytics tools, like Google Analytics, can help you understand your audience, measure the success of your acquisition, understand engagement efforts, evaluate your user's conversions to your goals.

### Project

#### Using Data and Technology To Create Successful Digital Marketing Strategies

In this project, you'll explore marketing data to build data-driven insights for your marketing plans. Using data and Google Analytics, you'll answer questions and derive key insights about audience, behavior, and conversions from existing marketing efforts. You'll also identify key areas of focus or change for your marketing plans.

#### LESSON TITLE

#### LEARNING OUTCOMES

##### MARKETING DATA FOR YOUR BUSINESS

- Define the value of marketing data that can shape your business strategies
- Utilize the key metrics that can answer your marketing questions

##### A/B TESTING AND ATTRIBUTION MODELS

- Identify how to track and collect relevant data for your marketing campaigns
- Define the most common testing method and analytics models in marketing

##### GOOGLE ANALYTICS (PART 1) - GETTING STARTED & AUDIENCE

- Set up a Google Analytics account and navigate the basic features and principles of Google Analytics
- Analyze meaningful characteristics or patterns about an audience by understanding their profile and demographics and user trends in Google Analytics

# Nanodegree Program Overview



LESSON TITLE	LEARNING OUTCOMES
<b>GOOGLE ANALYTICS (PART 2) - ACQUISITION, BEHAVIORS, AND CONVERSION TRACKING</b>	<ul style="list-style-type: none"><li>Identify the most effective marketing channels for acquisition plans by reviewing Acquisition Reports by channel</li><li>Analyze user behaviors by understanding the common metrics and their definitions in Google Analytics and reviewing popular and engaging content</li><li>Evaluate user behaviors in landing pages and websites in relation to acquisition channels and exit points</li><li>Identify the most effective conversion funnels to achieve a goal by using Google Analytics eCommerce Reports and evaluating the effectiveness of multiple channels in a conversion</li></ul>
<b>MARKETING TECHNOLOGY AND ECOMMERCE</b>	<ul style="list-style-type: none"><li>Review the big picture of marketing technologies in the market to keep apprised of the ever-changing marketing landscape</li><li>Identify the most effective marketing technology platforms or tools that can help you achieve your business goals</li><li>Develop plans to build eCommerce capabilities for your marketing strategies</li></ul>
<b>THE FUTURE OF DIGITAL MARKETING</b>	<ul style="list-style-type: none"><li>Identify newly emerging marketing trends and technologies that can evolve your marketing strategies</li><li>Apply agile marketing principles to adapt your marketing strategies to the ever-changing landscape of digital marketing</li></ul>

# Nanodegree Program Overview

## Course 3 (Elective): Social Media Marketing

Social media has become one of the most powerful marketing tools available. In this course, you'll learn more about the differences between the main social media platforms, the importance of planning, how to manage your social media presence, how to build community, leveraging organic and paid to advertise, creating effective content for multiple platforms, and actually creating 3 campaigns.

### Project

### Marketing Your Content

In this project, you'll build a real social media campaign strategy for a skincare brand. The project includes researching and creating an organic advertisement strategy and a paid advertisement strategy as part of a social media marketing campaign. You'll be provided with numerous resources that include information related to business goals and campaign objectives, past campaign performance data, audience personas, and other information to help you build an effective strategy.

#### LESSON TITLE

#### LEARNING OUTCOMES

##### SOCIAL MEDIA MARKETING FUNDAMENTALS

- Explain why it is important to understand the social media landscape
- Plan to map social media channels to your customer needs and journey

##### ORGANIC SOCIAL MEDIA CAMPAIGNS

- Identify the most effective content type and format for a social media platform
- Implement your campaigns using appropriate tools to manage your community and monitor the performance
- Identify the key metrics to measure the impact of social media campaigns

##### PAID SOCIAL MEDIA CAMPAIGNS

- Explain basic elements of social media advertising and its pricing models
- Identify the most effective social advertising platforms for your marketing objectives

# Nanodegree Program Overview



LESSON TITLE	LEARNING OUTCOMES
INTRODUCTION TO FACEBOOK-META ADS	<ul style="list-style-type: none"><li>Set up your advertising account at Facebook</li><li>Build a target audience using demographics, interests, and behaviors to identify custom and lookalike audience</li></ul>
CREATING AND MANAGING AD CAMPAIGNS IN FACEBOOK-META	<ul style="list-style-type: none"><li>Develop plans for ad placements, budget, and schedule to create your ad</li><li>Evaluate your ads by reviewing the ad performance and setting up A/B tests</li></ul>



# Nanodegree Program Overview

## Course 4 (Elective): Search Engine Optimization (SEO) Essentials

Search engines are an essential part of the online experience. Learn how websites are optimized in search engine results including link-building, keywords, and UX design, and conduct a search engine optimization audit in which you'll offer recommendations for optimizing a website.

### Project

### Conduct an SEO Audit

In this project, you'll audit a website and recommend actions to optimize its ranking in search engine results. You'll also conduct analysis of competitors' websites and offer, in ranked order, strategies for search engine optimization.

LESSON TITLE	LEARNING OUTCOMES
INTRO TO SEO	<ul style="list-style-type: none"><li>Explain why SEO is important for your marketing efforts to drive traffic from the search engine</li><li>Identify where in the customer journey SEO can be most effective</li></ul>
KEYWORDS	<ul style="list-style-type: none"><li>Build your keyword list and evaluate the list with the keywords that have high volume, low difficulty, and high opportunity</li></ul>
ON-SITE SEO: OPTIMIZE UX & DESIGN	<ul style="list-style-type: none"><li>Evaluate how SEO utilizes the site structure to enhance the visibility of your websites on search engines</li></ul>
LINK BUILDING	<ul style="list-style-type: none"><li>Define and use types of links and methods of link building to build impact</li><li>Use link-building tools for competitive research and link analysis</li></ul>
SEO AUDIT AND THE FUTURE OF SEO	<ul style="list-style-type: none"><li>Determine and compare audit priorities</li><li>Develop recommendations based on audit findings</li></ul>

# Nanodegree Program Overview



## Course 5 (Elective): Search Engine Marketing (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'll learn how to create, execute, and optimize an effective ad campaign using Google Ads.

### Project

### Evaluate a Google Ads Campaign

In this project, you'll be building and evaluating the performance of a Google Ads search campaign. For the first part of the project, you'll create your campaign from identifying the product and/or brand and working all the way to the KPIs. For the second half of the project, you'll evaluate an existing campaign and provide optimization suggestions based on the provided data.

LESSON TITLE	LEARNING OUTCOMES
INTRO TO SEM	<ul style="list-style-type: none"><li>Build the structure of your Ad Groups based on marketing objectives, customer segments, and keyword searches</li></ul>
KEYWORDS	<ul style="list-style-type: none"><li>Develop Keyword lists with both short-tail and long-tail keywords</li></ul>
ADS	<ul style="list-style-type: none"><li>Engage searchers by strategically developing the four components of dynamic and text ads and selecting appropriate ad extensions for your market</li></ul>
AD RANK AND MAXIMUM CPC BID	<ul style="list-style-type: none"><li>Explore the relationship between Ad Rank and CPC Bid, and budget for your Maximum CPC Bid</li></ul>
METRICS AND OPTIMIZATION	<ul style="list-style-type: none"><li>Develop Key Performance Indicators</li><li>Evaluate the key metrics and run A/B tests to optimize SEM</li><li>Optimize your keywords by identifying specific keywords and using match types and negative keywords</li></ul>

# Nanodegree Program Overview

## Course 6 (Elective): Digital 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'll learn how display advertising works, how it is bought and sold (including in a programmatic environment), how to set up a display/video advertising campaign using Google Ads, and strategies for effectively reaching audiences across multiple channels.

### Project

### Plan a Multichannel Ad Campaign

In this project, you will develop a plan to effectively run a multichannel shopping campaign, featuring display, shopping, and YouTube video ads. You will first measure the effectiveness of previous advertising campaigns and recommend ad optimizations based on these results. You will then evaluate multichannel test results to determine whether these recommendations will achieve your marketing objective. Using the previous results, you will plan your next multichannel campaign and provide recommendations to further optimize your display and YouTube video ads.

#### LESSON TITLE

#### LEARNING OUTCOMES

#### AUDIENCE FUNDAMENTALS

- Identify the key players, ad types, and benefits for digital advertising
- Describe the flow of an ad and advertising dollars from an advertiser to a publisher in an ad marketplace
- Explain the methods and challenges when collecting and targeting audiences using first and third party user data

#### MULTICHANNEL FORMATS

- Select the right display and native ad formats to engage audiences across web and mobile app channels
- Select the right video and emerging ad formats to engage audiences across streaming channels
- Explain the value of using responsive display ads and testing to drive return on ad spend for retail ads

# Nanodegree Program Overview



LESSON TITLE	LEARNING OUTCOMES
PROGRAMMATIC TECHNOLOGY	<ul style="list-style-type: none"><li>• Select the right metrics and audience targeting options for your programmatic ad buy along the customer journey</li><li>• Explain the different metrics for brand and performance ads to measure results across the customer journey</li><li>• Differentiate the methods and pricing models used to buy display ad inventory programmatically</li></ul>
CAMPAIN PLANNING	<ul style="list-style-type: none"><li>• Set your bid, budget, and testing strategy based on your advertising goal</li><li>• Select the right targeting tactics to reach audiences on the Google Display Network and YouTube</li><li>• Select the right video ad formats and specs to engage audiences on YouTube and its video partners</li></ul>
CAMPAIN MANAGEMENT	<ul style="list-style-type: none"><li>• Manage your account and control your campaigns through Google Ads' self-serve platform</li><li>• Create display &amp; video campaigns and measure the results using Google Ads</li><li>• Optimize your campaigns through recommendations, automation, experiments, and ad groups using Google Ads</li></ul>

# Nanodegree Program Overview

## Course 7 (Elective): Email Marketing

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

### Project

### Market With Email

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

#### LESSON TITLE

#### LEARNING OUTCOMES

##### EMAIL LIST GENERATION

- Design effective and secure contact forms by understanding the opt-in process and legal requirements in email advertising
- Build your subscriber list for your emails with contact forms using MailChimp

##### CREATE AN EFFECTIVE EMAIL CAMPAIGN

- Draft clear, concise, and compliant copy for each email element
- Create an email using MailChimp

##### CREATE AN EMAIL PLAN

- Create an email plan by understanding different types of email campaigns and building an email calendar

##### MEASURE RESULTS

- Analyze the results of your email campaign using the key metrics such as open rate and conversion rate
- Use A/B testing and segmentation to improve your content and better target specific subscribers

# Our Nanodegree Programs Include:



## Pre-Assessments

Our in-depth workforce assessments identify your team's current level of knowledge in key areas. Results are used to generate custom learning paths designed to equip your workforce with the most applicable skill sets.



## Dashboard & Progress Reports

Our interactive dashboard (enterprise management console) allows administrators to manage employee onboarding, track course progress, perform bulk enrollments and more.



## Industry Validation & Reviews

Learners' progress and subject knowledge is tested and validated by industry experts and leaders from our advisory board. These in-depth reviews ensure your teams have achieved competency.



## Real World Hands-on Projects

Through a series of rigorous, real-world projects, your employees learn and apply new techniques, analyze results, and produce actionable insights. Project portfolios demonstrate learners' growing proficiency and subject mastery.

# Our Review Process



## Real-life Reviewers for Real-life Projects

Real-world projects are at the core of our Nanodegree programs because hands-on learning is the best way to master a new skill. Receiving relevant feedback from an industry expert is a critical part of that learning process, and infinitely more useful than that from peers or automated grading systems. Udacity has a network of over 900 experienced project reviewers who provide personalized and timely feedback to help all learners succeed.



Vaibhav  
UDACITY LEARNER

*"I never felt overwhelmed while pursuing the Nanodegree program due to the valuable support of the reviewers, and now I am more confident in converting my ideas to reality."*

now at

CODING VISIONS INFOTECH

## All Learners Benefit From:



Line-by-line feedback  
for coding projects



Industry tips and  
best practices



Advice on additional  
resources to research



Unlimited submissions  
and feedback loops

## How it Works

Real-world projects are integrated within the classroom experience, making for a seamless review process flow.

- Go through the lessons and work on the projects that follow
- Get help from your technical mentor, if needed
- Submit your project work
- Receive personalized feedback from the reviewer
- If the submission is not satisfactory, resubmit your project
- Continue submitting and receiving feedback from the reviewer until you successfully complete your project

## About our Project Reviewers

Our expert project reviewers are evaluated against the highest standards and graded based on learners' progress. Here's how they measure up to ensure your success.

900+

### Expert Project Reviewers

Are hand-picked  
to provide detailed  
feedback on your  
project submissions.

1.8M

### Projects Reviewed

Our reviewers have  
extensive experience  
in guiding learners  
through their course  
projects.

3

### Hours Average Turnaround

You can resubmit your  
project on the same  
day for additional  
feedback.

4.85  
/5

### Average Reviewer Rating

Our learners love the  
quality of the feedback  
they receive from our  
experienced reviewers.



# UDACITY

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