Hello, and welcome!

When you hear the word science, you might first think of natural sciences like biology, chemistry, or physics. But did you know that digital marketing is a science, too? And just like other types of science, it is informed by research, hypotheses, experiments, data, and interpretation. In this course, you will gain foundational knowledge of digital marketing disciplines, including social media marketing, email marketing, content marketing, marketing automation, search engine optimization (SEO), web analytics, and so much more. You will explore how a digital marketing strategy is developed and executed. And you will learn how digital marketing is integrated within an organization’s overall strategy. Now, grab your lab coat and prepare your hypothesis—let’s dive into Digital Marketing Science.

The course content aligns with the Online Marketing Certified Associate (OMCA) certification to prepare you for this third-party certification.

We invite you to take a minute to learn about the course by reviewing this information. This way, you will be better able to understand the expectations of the course as a whole. Then you can determine how to manage your time and efforts as you navigate through it.

Be open-minded, don’t shy away from the work, and you will succeed. We’ll help you every step of the way!
Course Description and Competencies

What to Expect

In this course, you will work through three modules. These modules are broken into smaller lessons. Studying this material will build foundational knowledge of the science of digital marketing. You will explore digital marketing as a whole, digital marketing specializations, and marketing automation. Throughout the course, you will find readings and a variety of interactive elements. These include study resources and ungraded practice quizzes to help deepen your understanding of the content. Engaging with these activities reinforces new learning. It also complements the knowledge you bring to this area of study.

Note that some of the lessons are based on course material from the Google Digital Marketing & E-Commerce Professional Certificate. In these lessons, you will find quizzes that you must pass if you wish to earn the Google certificate. However, they are not required for the Digital Marketing Certificate.

The assessment provides an opportunity to demonstrate your mastery of the competencies in this course. You may attempt the assessment two times before additional support is necessary. If you require further attempts, please contact our support team at (888) 320-0540 or support@academy.wgu.edu.

This course covers the following competencies:

1. The learner explains how digital marketing fits within an organization's marketing strategy.
2. The learner explains the digital marketing specializations and how they are used within digital marketing strategy.
3. The learner explains marketing automation and the use of marketing automation software to support a digital marketing campaign.

You will be assessed based upon the following criteria:

• 1 final exam • 4 competency units
# Course Outline

<table>
<thead>
<tr>
<th>Unit</th>
<th>Upon completion of this unit, you will be able to:</th>
</tr>
</thead>
</table>
| **Digital Marketing** | A. Explain digital marketing and the process of building a digital marketing strategy.  
B. Describe the fields of digital marketing and e-commerce.                                                                                                                                                                                                                                                                                                                                                          |
| **Specializations**   | A. Describe content marketing and the stages of a content marketing strategy.  
B. Describe how social media is used to achieve marketing objectives.  
C. Identify strategies for enhancing search engine ranking.  
D. Identify the steps within the pay-per-click (PPC) advertising process, including research, analysis, and implementation.  
E. Describe the process of conversion rate optimization.  
F. Explain web analytics, including research, analysis, and implementation.  
G. Explain how search engine marketing (SEM), search engine optimization (SEO), and display advertising are used to attract and engage potential customers online.  
H. Describe strategies for reaching target audiences through the channels available on mobile devices.  
I. Describe how email marketing strategies are used to reach target audiences.                                                                                                                                                                                                                       |
| **Marketing Automation** | A. Explain how key components of marketing automation are applied.                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
Technology Requirements

We want you to have the tools to succeed! Since this course includes at least one proctored test, please be sure to have a working microphone, speakers, and an *external* webcam. Unfortunately, an internal webcam (built into many laptops) is not acceptable. (Note: The external webcam is required only for exams that have proctors. You do not need one for practice tests and other non-proctored assessments.) For other details about the technology you’ll need, review the Computer System and Technology Requirements. If you have questions about your setup, contact support@academy.wgu.edu.

You will need Adobe Acrobat Reader DC. If you haven’t already, [download this free software](#). You may encounter an interactive form that contains fields that you can select or fill in. Review [how to fill in a PDF form](#).

Key Contacts

**Your Fellow Students**

Check out the Digital Marketing Science Lobby in the course site! In this online community, you can ask questions and explore ideas. You can connect with your fellow learners. You will also find helpful videos and exercises. When you use this site, you will realize that other learners may have the same questions you have. You can all benefit from learning together!

**Technical Support**

If you encounter technical issues, be sure to contact the Help Desk. Just [submit a Support Request for assistance](#).

**Program Support**

Do you have questions about your account? Student Support has answers. They can help with billing, switching courses, and other requests. You can contact them at (888) 320-0540 or support@academy.wgu.edu.
Accommodations

WGU provides compliant and accessible learning experiences. If you require accommodation, please contact us at the start of the course. You can email support@academy.wgu.edu or call (888) 320-0540. We are committed to ensuring that all students with disabilities have equal access to WGU’s services and materials. We strive to use best practices for accessibility. Our goal is to conform to existing U.S. laws. These include the Americans with Disabilities Act and Section 504 and Section 508 of the Rehabilitation Act. Our learning management system (LMS) platform is Open edX. Open edX’s commitment to accessible content is published on their Website Accessibility Policy.