Hello, and welcome!

Online shopping has evolved from once being a novelty to becoming an everyday event. But how we provide that service should be anything but ordinary. To manage consumer demand and make a profit, e-commerce professionals must keep up with the latest innovations. In this course, you will learn how to reach buyers online and complete sales. You will also learn best practices for evaluating your marketing campaign and website performance. You will develop skills through the practical application of building and optimizing a Shopify website designed to promote and sell products to customers. You will explore the latest technology platforms with an emphasis on Google applications for hands-on experience. By taking this course, you will have the opportunity to complete the Google Search Ads certification. All this knowledge will enhance your expertise within the marketing profession.

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.

You are in the right place. You belong here. You can do this!
Course Description and Competencies

What to Expect

In this course, you will work through three modules. These modules are broken into lessons. Studying this material will build foundational knowledge of how to reach customers online, how to sell online, and how to measure campaign and website performance. 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 WGU Digital Marketing and E-Commerce Certificate.

Additionally, this course includes an opportunity to earn a Google Ads Search Certification. 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 evaluates campaign performance goals using web analytics.
2. The learner analyzes how to implement an e-commerce strategy through the design, development, and optimization of an e-commerce store.
3. The learner analyzes how digital marketing tools are used to reach and retain customers to e-commerce stores.

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.

- 1 final exam  •  3 competency units
## Course Outline

<table>
<thead>
<tr>
<th>Module</th>
<th>Upon completion of this module, you will be able to:</th>
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<tbody>
<tr>
<td>Performance</td>
<td>Evaluate marketing campaign performance against set performance goals using web analytics.</td>
</tr>
<tr>
<td>Implementation</td>
<td>Analyze how to implement an e-commerce strategy through the design, development, and optimization of an e-commerce store.</td>
</tr>
<tr>
<td>Reach and Retention</td>
<td>Analyze how digital marketing tools are used to reach, sell to, and retain customers to an e-commerce store.</td>
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## 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 E-Commerce and Marketing Analytics 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.