**Google Digital Marketing & E-commerce Professional Certificate**

This is your path to a career in digital marketing. In this program, you’ll learn in-demand skills that can have you job-ready in less than 6 months. No degree or experience is required.

**NOTE: Suggested for low vision due to some accessibility concerns**

**Course dates:**

Cohort 5: June 2025 to November 2025

**Time commitment:** 6 months at a dedicated 13 hours a week

Additional 1 hr a month for NSITE check-in emails and check-in meetings

**What you'll learn**

* Learn the fundamentals of digital marketing and e-commerce to gain the skills needed to land an entry-level job
* Attract and engage customers through digital marketing channels like search and email
* Measure marketing performance through analytics and present insights
* Build e-commerce stores, analyze online performance, and grow customer loyalty
* Learners will be able to gain knowledge in tools and platforms including:
	+ Mailchimp, HubSpot, Hootsuite,
	+ Constant Contact, Canva, Shopify, Twitter,
	+ Google Ads, Google Analytics, Google Search Console, Google Sheets, Google Trends, and Google Spreadsheets.

**Coursework: 7-course series**

**Month 1**

* **Course 1 -** **Foundations of Digital Marketing and E-commerce-**18 hours
* **Course 2 - Attract and Engage Customers with Digital Marketing-**21 hours

**Month 2**

* **Course 3 - From Likes to Leads: Interact with Customers Online -**27 hours

**Month 3**

* **Course 4 - Think Outside the Inbox: Email Marketing-** 25 hours

**Month 4**

* **Course 5 - Assess for Success: Marketing Analytics and Measurement-** 26 hours

**Month 5**

* **Course 6 -** **Make the Sale: Build, Launch, and Manage E-commerce Stores-** 23 hours

**Month 6**

* **Course 7 - Satisfaction Guaranteed: Develop Customer Loyalty Online-** 26 hours