

Digital Marketing Bootcamp

Admission Requirements: Students must be 18 years of age or older at the time of enrollment, must present a valid ID for verification, and must present evidence of completing high school or high school equivalency.

Program Description: The Digital Marketing course at Workforce Institute provide all Marketing aficionados with a chance to create and enhance the digital presence of their online businesses. Companies value high-quality tech talent and offer opportunities for them to build a career and shine. With ecommerce stores and online businesses expanding at breakneck pace, there is high demand for Digital Marketing experts that can take the creative outlook of an ecommerce store forward. Companies recognize that their website is now their new storefront, and needs to be oiled and preserved in its best shape to attract new customers.

Prerequisites: no prerequisites

Objectives:

- To provide a comprehensive overview of digital marketing channels, tools, and tactics, including SEO, SEM, social media marketing, email marketing, content marketing, and analytics.
- To teach students how to develop and execute digital marketing strategies that align with business objectives and target audiences.
- To help students master the technical skills required for digital marketing, such as creating and managing websites, running campaigns, and analyzing data.
- To provide students with hands-on experience in creating and executing digital marketing campaigns, including developing creative assets, targeting audiences, managing budgets, and analyzing results.
- To teach students how to use data and analytics to measure the effectiveness of their campaigns and make data-driven decisions.
- To prepare students for careers in digital marketing by providing guidance on resume writing, interviewing, and job search strategies.

Program Outline:

CIP Number: 52.1404

Code	Course	Lecture	Lab	Total Hours
DMB	Digital Marketing Bootcamp	81	None	81
Total Hours		81	None	81

Associated Industry Certifications*:

No industry Certification

** 1 Examination voucher included. It is the student's responsibility to take all certification exams within twelve months of completion of their original program completion date at that time, all exam vouchers expire. All extensions must be approved by the school director.*

Program Fee*:	\$4,500
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**(Inclusive of registration, tuition fee, 1 exam cost, curriculum guides)*

Cost Per Single Subject*:	N/A
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Class Schedule: The time required to complete this course is 18 weeks. The program is offered as instructor-led virtual sessions that run 1.5 hours once a week. During the class you get a summary of the module, assignment feedback from the instructor and receive hands-on experience and real world examples. In addition to classroom instruction, students are expected to spend 1 to 2 hours weekly on Assignment and projects.

Instructional Methods: Virtual Live Instruction

Class Dates: New Classes begin once a month, next cohort begins on 4-24-2023 and end on 9-18-2023. Other classes may be added based on enrollment.

See the school catalog for student technology requirements for online participation and school holidays and office hours.

DMB: Digital Marketing Bootcamp Syllabus

Subject Description: The Digital Marketing course at Workforce Institute provide all Marketing aficionados with a chance to create and enhance the digital presence of their online businesses. Companies value high-quality tech talent and offer opportunities for them to build a career and shine. With ecommerce stores and online businesses expanding at breakneck pace, there is high demand for Digital Marketing experts that can take the creative outlook of an ecommerce store forward. Companies recognize that their website is now their new storefront, and needs to be oiled and preserved in its best shape to attract new customers.

Subject Hours: 81 lecture /0 lab/ 81 total

Prerequisites: no prerequisites

Objectives:

- Develop strong foundational knowledge: Students should develop a solid understanding of the principles of UI/UX design, including the importance of user-centered design, user research, and usability testing.
- Build proficiency in design software and tools: Students should become proficient in popular design software and tools such as Sketch, Figma, and Adobe Creative Suite. This includes learning how to create wireframes, prototypes, and design interfaces for various platforms and devices.
- Learn industry-specific skills: The bootcamp should provide students with a working knowledge of the unique challenges and requirements of different industries, such as mobile app design, e-commerce, or healthcare.
- Gain practical experience: Students should have ample opportunities to apply what they have learned in real-world design projects, working collaboratively with other students or with industry professionals.
- Develop a strong design portfolio: By the end of the bootcamp, students should have a strong design portfolio that showcases their skills and demonstrates their ability to solve complex design challenges.
- Build a professional network: Students should have the opportunity to network with professionals in the field and build relationships that could lead to job opportunities or further career development.
- Foster a growth mindset: The bootcamp should foster a growth mindset, encouraging students to continue learning and developing their skills even after the program has ended. This includes providing access to resources such as industry publications, online communities, and mentorship programs.

Required textbook(s): N/A

Instructional Methods:

- Live instruction delivered virtually
- Quizzes assigned as out-of-class homework
- Projects assigned as out-of-class homework
- Capstone assigned as out-of-class homework

Student/Instructional Ratios:

Materials and Media References:**Content Outline:**

Week 1	Fundamentals of Digital Marketing
Week 2	Target Audience Insights
Week 3	Communication and Collaboration
Week 4	Digital Marketing Tools
Week 5	Data Driven Marketing
Week 6	Website & Search Optimization
Week 7	Content Marketing
Week 8	Paid Search Marketing
Week 9	Social Media
Week 10	Results Analysis
Week 11	Social Media Platforms
Week 12	Social Media Campaigns
Week 13	Keyword Management
Week 14	Google Analytics
Week 15	Video Advertising
Week 16	Technical Content
Week 17	Mobile Marketing Strategies
Week 18	Mobile Applications

Grading and Certificate of Completion: Grades are assessed based on the student's attendance, online lab completions, and offline projects.

90%+	A – Excellent
80-89.9%	B – Good
70-79.9%	C – Satisfactory
60-69.9%	D – Below Average
Below 60%	F – Very Poor/Fail
	I – Incomplete

- Assignment = 40% of grade
- Class Participation = 10% of grade
- Online Training = 30% of grade
- Quizzes = 20% of grade

Upon program completion with a passing grade, students will receive a certificate of completion. Students are highly encouraged to take the industry-standard exam to receive a certification credential through the granting body or vendor.

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