



Digital Marketing

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Curriculum details

Digital Marketing intro

- Definitions and distinctions
- Elements of advertisements
- Advertising goals
- Advertising channels
- Leading brands

Search engine marketing (SEM)

- Definition and purpose
- Intro to Google Ads and UI navigation
- Ad types, copy, and best practices
- Account structure
- Ad rank, quality score, and CPC
- Match types

Media Planning

- Definition, tactics, and purpose
- Creative and PR agencies
- Reporting and media metrics
- Media Planning tools

Certifications

- Google Ads certification
- Google Measurements certification
- Optional: Google Creatives, Hubspot SEO Certification, Tradedesk Marketing Foundations

Spreadsheets (Excel and Sheets)

- Basic navigation and functions
- Formatting and creating charts
- Calculated fields
- Vlookup
- Pivot tables

Search engine optimization (SEO)

- Define search engines
- Purpose of SEO
- SERP, algorithms, and crawlers
- Code, content, and connections
- SEO Audit

Paid social

- Definition and purpose
- Paid vs Organic
- Paid, Owned, and Earned
- Social platforms, usage, and ad formats
- Benefits and strategies for social
- Ads Manager

Programmatic ad buying

- Definition, purpose, and tactics
- Exchanges and networks
- Ad serving and RTB; DMPs
- Viewability and brand safety

Capstone project

- Nonprofit or small business client
- One client per cohort (16 students)
- Teams of four tackle different channels
- Each team has a dedicated coach