**Digital Marketing**

**Micro-certification**

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**CTS micro-certifications are rapid, upskilling opportunities for those looking to enhance their skills or transition to a new career. Each course in a micro-certification is stackable and totals 100 hours of asynchronous, online training. These competency-based courses are personalized and include an authentic assessment relevant to your current or future job.**

**Course 1 Digital Marketing Fundamentals**

In this course, you explore digital marketing's fundamentals and create a strategy that fits your business needs. This course will prepare you with solutions to better engage and serve your customers and the community.

**Course 2 Building Your Brand**

Building your brand is what digital marketing is all about in this course. You learn how to create a brand unique to you and your customers through storytelling and content development. This course provides tools and ideas that support your competitive and audience analysis through research.

**Course 3 Marketing Channels and Customer Behaviour**

In this course, you will learn more about specific marketing channels and gain insight into customer behaviour. Using a customer-centric approach, you will follow the customer's buying journey, learn to launch effective email marketing campaigns and create a lead generating website.

**Course 4 Social Media for Business**

Building a community online is essential to every small business, and understanding social media strategy has never been more important than now. You will explore how to increase customer engagement through paid and organic reach, social media ad campaigns. Using social media tools rounds out this course.

**Course 5 Digital Marketing Analytics**

In this course, you will use the data collected by digital marketing tools for developing strategies for your small business. You will see your business through a new lens using Google Analytics, Keyword, SEO and Google Ads. Grow your business by measuring your digital data effectively with the new skills you learn in this course.

**Benefits to Businesses:**

* **Enroll between participants for FREE**
* **Self-Directed & Self-paced online learning opportunity**
* **100 hours of training (5 modules x 20 hours)**
* **Digital Badge & E-Certificate upon completion of each course**
* **Mandatory participation in CTS research project (online survey upon completion of the course)**



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