

Becoming A Digital Marketing Specialist



Course Syllabus

COURSE SYLLABUS

1 Credit (15 hours)

What You Will Learn

Right now, someone is scrolling through their phone and stopping on a video, and that video was put there on purpose. A brand paid someone to plan it, create it, target the right audience, and measure whether it worked.

Course Length

This course can be completed during a relaxed 7 week period.

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Becoming A Digital Marketing Specialist

Number of Credits: 1 Credit (15 hours)

Four Concepts That Will Change How You See the Internet

LEARN CONCEPT 1: Every ad, post, and email you see was a deliberate business decision. Nothing online happens by accident in marketing. The color of a button, the exact words in a headline, the time a post goes live, all of it is tested and intentional. When you understand this, you stop being a passive consumer and start seeing the invisible architecture of the digital world.

LEARN CONCEPT 2: Attention is the most valuable currency of the digital age. Every platform, TikTok, Instagram, YouTube, Google, is competing for your eyeballs. Brands pay billions to get those eyeballs. The digital marketer's job is to earn attention, hold it, and direct it toward a business goal.

LEARN CONCEPT 3: Data turns guesswork into strategy. Unlike traditional advertising where you hoped your billboard reached the right person, digital marketing tells you exactly who saw your ad, clicked it, bought something, and how much it cost to get them there. That data is power, and learning to read it is one of the most valuable skills in the world.

LEARN CONCEPT 4: You can start building a digital marketing portfolio TODAY, with no budget. Run a social media page for a school club. Write a blog. Help a local business with their Instagram. Create a YouTube channel about something you love. Every piece of content you create is a portfolio item that demonstrates real-world skill to future employers.

Course Overview

The 3 Cs of Digital Marketing, A Letter to Students

Dear Future Digital Marketer,

Right now, someone is scrolling through their phone and stopping on a video, and that video was put there on purpose. A brand paid someone to plan it, create it, target the right audience, and measure whether it worked. That person is a digital marketer. And that job? It is one of the fastest-growing, highest-demand, most creative careers of the 21st century.

Digital marketing sits at the intersection of creativity, psychology, data, and technology. You do not need to be a programmer. You do not need to be a graphic designer. You need to understand people, what they want, what they fear, what makes them click, share, and buy.

This course will teach you the language, the tools, the strategies, and the career paths of digital marketing, and show you exactly how to start building real experience before you ever graduate.

The internet is the world's biggest marketplace. Let's teach you how to thrive in it.

The 3 Cs of Digital Marketing

Every concept in this course connects back to three core principles. Master these and you will understand 80% of what every digital marketer does every day:

CREATE

Build content that stops the scroll

CONNECT

Reach the right people at the right time

CONVERT

Turn attention into action and revenue

Course Outline

Welcome, The 3 Cs of Digital Marketing, A Letter to Students

Chapter 1, What IS Digital Marketing? The Digital Landscape

Chapter 2, Social Media Marketing, Platforms, People & Algorithms
Chapter 3, Content is King, Creating Content That Works
Chapter 4, SEO, The Science of Being Found Online
Chapter 5, Email, Paid Ads & Analytics, The Full Campaign
Chapter 6, Real-World Scenarios, Digital Marketing on the Job
Chapter 7, Your Digital Marketing Career, Jobs, Salaries & Portfolio

Description of Activities

- Read through the lesson content and watch the videos
- Take short quizzes
- Complete a writing assignment to reflect on your own interest and skill set as related to the career pathway being considered in this lesson.
- Post written responses in a forum

Rubric for Final Assignment

Essay Prompt, Design a Digital Marketing Campaign

"The Campaign: Here Is My Strategy, And Why It Will Work"

Choose a real or hypothetical business, it can be your own side hustle, a local business you know, or a concept you create for this assignment. Then write a complete digital marketing campaign addressing ALL FOUR parts:

Part 1, The Business & The Goal (150–200 words) Describe the business: what it sells, who its customers are, and what problem it solves. Then state the specific marketing goal for this campaign, is it to grow Instagram followers by 500? Generate 50 new email subscribers? Drive \$1,000 in online sales? Be specific and measurable.

Part 2, The Channels & The Content (200–250 words) Choose TWO digital marketing channels from this course (social media, SEO, email, paid ads, content marketing) and explain why you chose them for this specific business and goal. Describe the type of content you would create for each channel, the format, the message, the tone, and the frequency. Reference the 3 C's framework and AIDA formula where relevant.

Part 3, The Budget & The Timeline (150–200 words) What is your campaign budget? (It can be \$0, a zero-budget strategy is valid if you justify it.) How will you allocate time and money across your chosen channels over 90 days? Show your thinking, why does this allocation make sense for the goal you set?

Part 4, Measuring Success (150–200 words) How will you know if the campaign worked? Name at least THREE specific metrics you will track (engagement rate, CTR, ROAS, follower growth, email open rate, website traffic, conversion rate, etc.), the tools you will use to measure them (Google Analytics, platform insights, Mailchimp), and what results would indicate the campaign was a success.

Grading Rubric

Criteria	Description	Points
Business & Goal	Specific, measurable goal tied to a clearly described business	20
Channel Strategy	Logical choice of channels with clear rationale and content plan	25
Budget & Timeline	Realistic, justified allocation of budget and time over 90 days	20
Measurement Plan	Three or more specific metrics named with tools and success benchmarks	25
Writing Quality	Clear, organized, strategic, and compelling, meets length requirement	10
TOTAL		100

Resources

- “Becoming A Digital Marketer”; Education4Equity Team.
- ChatGPT.org; Claude: <https://chat.ai-pro.org/>; <https://chat.ai-pro.org/>;
- “California’s Master Plan for Career Education” (<https://careereducation.gov.ca.gov/>)

Instructor: Daniel Hage (Email: Daniel.ed4equity@gmail.com)

How much time does it take to finish this course: This course can be completed during a relaxed 7 week period.