

Lassen Community College Course Outline

CIS 160 Google Digital Marketing and E-Commerce

0 Units

I. Catalog Description

This course is designed to give learners the fundamentals of digital marketing and e-commerce, including email marketing, marketing analytics and measurement, SEO/ SEM, reaching customers and selling online and building customer loyalty. Students will be issued a certificate through Credly upon successful completion of course requirements. This course is approved for online delivery.

Prerequisites:

None

Transfer Status: Not Transferrable

Number of total hours by instructional method.

51 hours lecture, 102 hours out-of-class

Scheduled: Summer 2023, Every Fall

II. Coding Information

Repeatability: Not Repeatable

Grading Option: Pass/No Pass

Credit Type: Non Credit

TOP Code: 0709.10

III. Course Objectives

A. Course Student Learning Outcomes

Upon completion of this course the student will be able to:

1. Use popular digital marketing and e-commerce tools, such as Canva, Constant Contact, Hootsuite, HubSpot, Mail Chimp, Shopify, and more
2. Construct artifacts that can be used in portfolios
3. Apply digital marketing and e-commerce skills to help businesses grow their online presence and sales

B. Course Objectives

Upon completion of this course the student will be able to:

1. Define the fields of digital marketing and e-commerce
2. Describe the job responsibilities of an entry-level digital design
3. Understand the elements and goals of a digital marketing and e-commerce strategy
4. Explain the concept of a marketing funnel
5. Identify customer personas and build a target audience
6. Explain the purpose of SEO and the essential SEO terms to know
7. Use Google Search Console and its reports to monitor a site's presence in Google Search results
8. Recognize the benefits of SEM and why to do it
9. Understand the fundamentals of Google Ads and targeting audiences

10. Identify the five core pillars of social media marketing: strategy, planning and publishing, listening and engagement, analytics and reporting, and advertising
11. Determine how to choose social media platforms for a campaign
12. Understand how to boost engagement on social media
13. Learn how to write, design, and repurpose engaging content for social media
14. Recognize how to use the data gathered from social media analytics as a decision-making tool
15. Learn best practices for presenting a social media report
16. Employ best practices to handle personally identifiable information, or PII, and user data safely
17. Measure and analyze email campaign results how to measure, manage, and analyze data from marketing campaigns
18. Understand essential e-commerce strategies and practices
19. Explain how to conduct market research and product research
20. Understand how to successfully manage client relationships and measure satisfaction
21. Monitor an e-commerce store's performance
22. Update an e-commerce store based on data

IV. Course Content

A. Outline of Topics

1. Foundations of Digital Marketing and E-commerce
2. Attract and Engage Customers with Digital Marketing
3. From Like to Leads: Interact with Customers Online
4. Think Outside the Inbox: Email Marketing
5. Assess for Success: Marketing Analytics and Measurement
6. Make the Sale: Build, Launch and Manage E-commerce Stores
7. Satisfaction Guaranteed: Develop Customer Loyalty Online

V. Assignments

A. Appropriate Readings

Industry journal readings
Google Curriculum provided readings
Marketing Website informational readings

B. Writing Assignments

Job Portfolio
Resume

C. Expected Outside Assignments

Students are expected to complete 10 hours of coursework every week.

D. Specific Assignments that Demonstrate Critical Thinking

Create a Shopify store, add necessary information and create product listings
Create and adjust marketing budgets

VI. Methods of Evaluation

- Quizzes
- Hands-on Exercises(virtual labs)
- Projects

- Discussion Prompts

VII. **Methods of Delivery**

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

- Traditional Classroom Delivery Web-enhance course
 Correspondence Delivery Hybrid Delivery Online Delivery

VIII. **Representative Texts and Supplies**

All course materials, including readings and texts are available through Coursera

IX. **Discipline/s Assignment**

Computer Information Systems

X. **Course Status**

Current Status: Active

Original Approval Date: 01/17/2023

Course Originator: Melinda Duerksen

Board Approval Date: 2/14/2023

Chancellor's Office Approval Date: 2/18/2023

Revised By:

Curriculum/Academic Standards Committee Revision Date: