

Marketing

Category and Courses Marketing Kit

Marketing today is a digital effort. Learn how to keep up with marketing trends.



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I. Course Summary Descriptions

Marketing

MindEdge's Marketing courses will teach you the tips to running a successful marketing campaign. Courses will teach you the basic principles of marketing and the technical elements of digital marketing, including: Social media marketing, Search engine optimization, marketing automation, and web analytics. Become more Marketable with a MindEdge Marketing Certificate.

Certificate in Digital Marketing

The content in this certificate aligns with the Online Marketing Certified Associate (OMCA) credential, which is offered by OMCP. Digital marketing helps organizations promote and sell products and services through online marketing methods such as social media messaging, website ads, Facebook marketing campaigns, Google Adwords, and more. It's vital to develop a marketing strategy that keeps up with the technology. This Certificate in Digital Marketing covers the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each of the nine courses in this suite offer examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 98%

Estimated length: 30 hours

Access Time: 365 days

Credits: 3 IACET CEUs / 9 PMI PDUs / 22.5 HRCI Credits / 30 SHRM PDCs

Digital Marketing (ACE CREDIT®)

This online course introduces learners to the principles, strategies, and technology of digital marketing. Video commentary from marketing professionals provides insight into the challenges and best practices of the field. The self-paced course offers an assortment of interactive exercises, videos, selected readings, case studies, and self-assessments that engage students and provide opportunities to demonstrate their knowledge of digital marketing and practice relevant skills.

Topics covered in the course: Content Marketing, Search Engine Optimization, Paid Search/Paid Advertising, Conversion Rate Optimization, Digital Marketing Strategy, Web Analytics, Google Analytics, Marketing Automation, Social Media Marketing, and Mobile Marketing.

Learner Satisfaction: 98%

Estimated length: 36 hours

Access Time: 365 days

Credits: 3.3 IACET CEUs / 12 PMI PDUs / 22.5 HRCI Credits / 33 SHRM PDCs / 2 ACE Credits

Online Marketing Certified Associate (OMCA™) Test Prep Bundle

This completely online and self-paced program provides comprehensive preparation for the Online Marketing Certified Associate (OMCA™) certification exam. It includes a voucher for the OMCA™ online exam (retail value \$225) and a code for two practice exams.

Developed by OMCP, an industry association, the OMCA™ certification is a worldwide standard for digital marketing that verifies the skills, education, and experience necessary to drive digital marketing initiatives. More than 900 universities and training institutes teach to OMCA standards worldwide. Thousands of leading companies prefer to hire professionals with OMCA and OMCP credentials.

MindEdge is an OMCP Registered Education Provider.

Courses in this program cover the strategic issues, marketing methods and tactics, industry terminology, and best practices. Each course offers examples, videos from industry-leading practitioners, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 98%

Estimated length: 35.5 hours

Access Time: 365 days

Credits: 3.55 IACET CEUs / 12 PMI PDUs / 22.5 HRCI Credits / 33 SHRM PDCs

An Overview of Marketing

Marketing has become vital to the success of an organization in today's competitive world. This course provides an introduction to marketing and marketing planning, and addressing the definition of marketing, the marketing mix (the Four Ps), the strategic importance of marketing, and customer values and satisfaction. The course continues into topics of marketing planning including market research, pricing, distribution, and targeting.

Learner Satisfaction: 96%

Estimated length: 5 hours

Access Time: 90 days

Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs

Content Marketing

This course offers an introduction to content marketing, a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience. With an emphasis on key concepts, definitions, and metrics, the course examines ways that marketers can tailor their content to meet the specific needs of potential customers as they travel through the sales funnel. Learners will explore how content is used to build brand awareness and establish the brand as a trusted source of expert advice.

Learner Satisfaction: 98%

Estimated length: 3.5 hours

Access Time: 90 days

Credits: 0.35 IACET CEUs / 3.5 HRCI Credits / 3.5 SHRM PDCs

Conversion Rate Optimization

Conversion Rate Optimization is the process of steady and incremental marketing improvement to yield stronger results. In this course, learners will discover the five key steps to Conversion Rate Optimization and how the process interacts with other facets of digital marketing. Through a variety of instructive techniques, including subject matter expert videos and case-study scenarios, this course provides learners with the knowledge and resources to be more effective professionals.

Learner Satisfaction: 99%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Digital Marketing Final Exam (ACE CREDIT®)

This is the final exam course for this ACE CREDIT®-bearing bundle.

Estimated length: 2 hours

Access Time: 90 days

Credits: 2 ACEs

Digital Marketing Introduction Course (ACE CREDIT®)

This course introduces the learner to the topics covered in this course bundle, as well as the process for earning ACE CREDIT®.

Learner Satisfaction: 100%

Estimated length: 1 hour

Access Time: 90 days

Digital Marketing Strategy

As consumers increasingly turn to the digital marketplace of the Internet, organizations recognize that they can better reach and connect with their customers, clients, or prospects through digital marketing. There are many benefits to effective digital marketing including improved brand perception, more efficient lead generation, and better customer satisfaction levels. That can translate into the sale of more products and services. Creating a digital marketing strategy is crucial to meeting the marketing goals of the organization. This course offers a step-by-step introduction to the process of creating such a strategy, with an emphasis on key concepts, definitions, and metrics.

Learner Satisfaction: 99%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Google Analytics

Google Analytics is the most popular web analytics software on the market. Whether in small business management or as part of a larger marketing effort, an understanding of how to design and execute campaigns in Google Analytics is becoming increasingly important for marketing success. This course will teach learners to use the application's tools to uncover marketing and sales data, attract web traffic, increase conversions, and create targeted marketing campaigns. The material assumes no prior knowledge of web analytics.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 SHRM PDCs

Marketing Automation

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the marketing automation field. Module 1 explores the buying cycle and purchase funnel, along with measuring content strategies and calculating the value of customers, followers, likes, and mobile loyalists. Module 2 introduces the single customer view as it relates to cultivating leads and covers customer relationship management and email marketing, with emphasis on multi-touch campaigns and lead scoring. It also discusses loyalty programs and methods for measuring their effectiveness. Finally, learners will combine this knowledge with business concepts in order to better inform marketing decisions for their firm.

Learner Satisfaction: 98%

Estimated length: 3.5 hours

Access Time: 90 days

Credits: 0.35 IACET CEUs / 3 PMI PDUs / 3.5 HRCI Credits / 3.5 SHRM PDCs

Mobile Marketing

In the age of smartphones, it is a foregone conclusion that marketing efforts should be accessible on a mobile device. This course offers an introduction to mobile marketing, looking at strategies for reaching target audiences through multiple channels, including websites, email, social media, and mobile apps. With an emphasis on key concepts, definitions, and metrics, the course explores ways that marketers can leverage the unique benefits of mobile devices to drive profitable customer action.

Learner Satisfaction: 98%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Modern Marketing: Strategy & Execution

This completely online and self-paced one-module course utilizes Inc. Magazine's prize-winning editorial content to introduce basic concepts of digital marketing, including targeting; the value proposition; channel management; SEO; and marketing automation. The focus is on providing practical, hands-on advice to entrepreneurs and small-business people, including video segments with analysis and commentary from industry-leading practitioners and subject matter experts. The course also offers real-world examples, how-to lists and advice, interactive games, and review questions to ensure mastery of the material.

Learner Satisfaction: 100%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs

OMCA™ Practice Exams

In this course you will find two full-length OMCA™ practice exams. These exams cover the material presented in Digital Marketing, including: Content Marketing, Search Engine Optimization, Paid Search/Paid Advertising, Conversion Rate Optimization, Web Analytics, Digital Marketing Strategy, Social Media Marketing, Mobile Marketing, and Marketing Automation. We recommend taking these practice tests after you have completed all of the courses in the program. Like the OMCA™ exam, each of the practice exams contains 72 questions.

Estimated length: 2.5 hours

Access Time: 90 days

Credits: 0.25 IACET CEUs

Paid Search (PPC)

Paid Search advertising, also called pay-per-click (PPC), is used to pay for traffic to visit a website. In this course, learners will explore search marketing, the search process, and the buying cycle. Also included is how to set up a successful PPC account, how to set and measure goals, and how to optimize keyword usage using a variety of strategies. Learners will then examine components of effective ads and landing pages, how to optimize ad targeting, and when to use search or display advertising. The course then delves into research and analysis considerations, such as report creation, improving quality score, and using A/B and multivariate ad testing. Course material is presented through the use of text, videos, games, and other engaging content.

Learner Satisfaction: 100%

Estimated length: 4 hours

Access Time: 90 days

Credits: 0.4 IACET CEUs / 4 SHRM PDCs

Search Engine Optimization

Search Engine Optimization (SEO) encompasses the practices and metrics of trying to increase a web site's ranking with search engines. This course will engage learners through a variety of assignments that span the history and technology of the World Wide Web. Students will learn how to leverage both content and technical features in order to increase ranking while also learning about the latest tools to measure performance. These aspects are then incorporated into real-world scenarios that challenge students to apply what they have learned.

Learner Satisfaction: 97%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 IACET CEUs / 3 HRCI Credits / 3 SHRM PDCs

Social Media Marketing

Using social media in marketing is practically a requirement in today's highly connected digital world. But it can be confusing and complex to dive into social media marketing without some foundation in the basics. This course focuses on teaching the principles, best practices, and strategies for incorporating social media into a marketing plan. The first module teaches the various ways that social media can be used for marketing, including defining a clear brand voice, improving reputation, and engaging with customers. The course then looks at the practical way marketers can incorporate social media activities into a focused marketing plan. Learners identify how to integrate their social media with mobile, a hub website, and email marketing. They also learn how to use strategic metrics for tracking success.

Estimated length: 3.5 hours

Access Time: 90 days

Credits: 0.35 IACET CEUs / 3 PMI PDU / 3.5 HRCI Credits / 3.5 SHRM PDCs

Web Analytics

This course is designed to help learners develop a solid understanding of the basic concepts and techniques that they will encounter as practitioners in the web analytics field. Topics of major concern that are discussed in Module 1 include a summary of web analytics concepts and important terms, along with the organizations and personnel who use web analytics. The course defines key performance indicators and discusses how they are chosen and implemented. A discussion of segmentation follows, with strategies for how to categorize website visitors. Students will also learn how to plan and assess website business strategies using web analytics. In Module 2, learners will explore reporting and dashboards as they relate to web analytics. Students will gain an understanding of how to plan for and design dashboards and how qualitative research offers deeper business insights. In addition, students will learn how to conduct split and multivariate testing, and implement web analytics best practices.

Learner Satisfaction: 99%

Estimated length: 3.5 hours

Access Time: 90 days

Credits: 0.35 IACET CEUs / 3 PMI PDUs / 3.5 SHRM PDCs

II. Testimonials

The following testimonials are provided by learners that have completed courses in the Marketing suite.

Content Marketing

"The delivery of the content was presented in a way that was easy to understand and suitable for all learning types."

Conversion Rate Optimization

"I really enjoyed listening to the expert explain concepts. It was informative and thorough."

Digital Marketing Strategy

"A very nice introduction to digital marketing, worth time and efforts. It not only focuses on digital marketing but also the legal and moral aspects of this art. Every aspiring digital marketer should go through this course to understand basics as well as applications of digital marketing."

Google Analytics

"This class was fantastic! I studied marketing in college at the undergraduate level. I would have loved information like this to be included in my undergraduate studies."

Marketing Automation

"This digital marketing program was exactly what I needed. I learned extremely valuable information that I will be able to put to use immediately in my business."

Web Analytics

"I thoroughly enjoyed learning about web analytics."