



# Digital Marketing Certificate Programs

**Great Bay is partnering with the Digital Marketing Center: Seacoast (DMC Seacoast) to offer five applied learning opportunities. Each course provides hands-on training and experience through partnerships with local businesses.**

**Gain experience working in partnership with local businesses** on a plan to address their online marketing needs. Including:

- Social media management
- Leveraging pay per click advertising (PPC)
- Leveraging dynamic video advertising methods
- Improving Search Engine Optimization (SEO)
- Developing compelling calls to action
- Managing limited budgets across multiple channels
- Optimizing the mobile experience
- Tracking advertising campaign ROI
- Converting web visits into leads and sales

**Do you/your organization:**

- know the ROI of digital marketing efforts?
- improve the value of marketing efforts through Search Engine Optimization?
- have a website compatible across multiple devices?
- have innovative, strategic programs to drive sales, membership, and web traffic?

**In the Digital Marketing courses you will:**

- generate leads and boost sales by drawing in your specific target market through multiple channels.
- drive traffic to your website and make a good first impression.
- improve the user experience of your website on all platforms.

**Get the training necessary to take the Google AdWords or Analytics certification exams required and become AdWords certified.**



In cooperation with:



For more information please contact:  
Great Bay Community College  
Business & Training Center  
(603) 427-7652  
[greatbaybtc@ccsnh.edu](mailto:greatbaybtc@ccsnh.edu)

# Course Curriculum

## AdWords 101

The ideal introduction to search engine marketing (SEM), this part-time course will prepare you to pass the Google AdWords Fundamentals exam. If you are curious about how Google AdWords works, or if you manage people who run AdWords campaigns for your organization (employees or contractors), this course will teach you how to effectively manage this powerful tool.

20 hours

Tuition: \$995

## AdWords Expert

Already familiar with AdWords but need to take your skills to the next level? We limit enrollment to 2-3 students in this personalized, hands-on course that will teach you the finer points of AdWords management. Prepare to earn Google Search, Shopping, and Mobile Certifications. Learn advanced bidding strategies, optimization best practices, and attribution tracking.

Prerequisite: AdWords 101 or passing score on the AdWords fundamentals exam

60 hours

Tuition: \$2,995

## YouTube & Display Expert

If you didn't already know, YouTube is the world's second largest search engine behind Google. If you want to leverage this powerful advertising platform, this class will teach you how. You'll also learn to leverage the Google Display Network to promote your organization and drive web traffic.

30 hours

Tuition: \$1,495

## Social Media 101

Have you ever noticed that dog and family pictures get hundreds of reactions, but posts about your products or services reach single digits? Learn how content strategies and advertising can set your brand apart and reach your targeted personas by leveraging Facebook, Twitter, Instagram, Pinterest, and LinkedIn.

12 Hours

Tuition: \$595

## User Interface (UI) Design Certificate

This full-time, two-week, bootcamp teaches students to optimize their/their partner organization's web presence. Each student will be responsible for a user interface website overhaul with a focus on the user's experience.

Students will:

- Maximize digital strategy by identifying demographics and behaviors of target markets through data analytics
- Develop compelling and effective calls to action
- Optimize website responsiveness across all devices

This course will prepare students for the Google Analytics IQ Certificate Exam.

70 hours

Tuition: \$1,995

## Curriculum and course delivery provided by DMC Seacoast

### Business & Training Center

320 Corporate Drive, Portsmouth NH 03801

[www.greatbay.edu/btc](http://www.greatbay.edu/btc)

To Register call (603) 427-7610 or stop by the campus



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