

Develop the knowledge and skills to effectively promote products, services, and brands in today's digital marketplace. Courses cover marketing strategy, content creation, branding, social media, SEO, PPC, email marketing, analytics, customer research, campaign management, and digital marketing tools to help drive engagement, build awareness, and achieve business goals.

## Sample courses related to Marketing:

### Full-Length Courses

- Marketing Fundamentals: Your Getting Started Guide
- Your Comprehensive Email Marketing Guide
- A Guide to Content Marketing: Developing Your Strategy and Crafting Compelling Content
- Optimizing Your Images for SEO
- Customer and Market Research
- A Guide to Brand Identity and Strategy

### Microlearning

- The Importance of Brand
- Your Shop Window, Your Website
- Viral Marketing
- Video Marketing
- The Role of Product Marketing
- The Role of Partnerships
- The Power of User-Generated Content
- The Power of Pillar Pages
- The Power of Networking
- The Different Content Marketing Strategies
- SEO and PPC
- Planning Campaigns
- Know Your Customers
- Introduction to Marketing Automation
- Influencer and Affiliate Marketing
- Inbound vs. Outbound Marketing
- Getting Started with Google Analytics 4
- Getting Hands-On with Google Ads
- Email Marketing
- Customer Insights and Analysis
- Curating the Right Content
- Creating High-Value Content
- Copywriting Essentials
- Brand Building Basics Parts 1 & 2