

N C G O 00 6 Google Digital Marketing and E-commerce

This is a hands-on, online course designed to prepare beginning learners for entry-level jobs in digital marketing and e-commerce. The program was developed by Google and covers the fields of digital marketing and e-commerce, job responsibilities of entry-level digital marketing coordinator and e-commerce analyst, roles and functions within an organization, customer journey and function maps, marketing funnel, and elements of a digital marketing and e-commerce strategy.

Satisfactory Progress

Units: 0

Lecture Hours: 72-80, Lab Hours: 0

Prerequisites: None

Corequisites: None

Course ID: NCGO 001

Not transferable