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

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72 – 80, O

None
None
NCGO 001

Not transferable