Marketing & Communication



Digital Marketer

Launch successful digital marketing campaigns and measure their impact.

PATH DURATION:
400 HOURS

OF FULL-TIME STUDY
6 MONTHS

CERTIFICATION OPENCLASSROOMS

OPENCLASSROOMS

Training program last updated on Oct 20, 2025

Project 1 - 40 hours

Pitch Marketing Solutions to an Energy Company

Convince an energy company to work with your marketing agency. Your prospect wants to increase their outcomes but needs persuading to create a marketing budget.

Skills

- Describe the role of digital marketing in a modern business
- Describe the role of marketing in a modern business
- Adopt a lifelong learning mindset
- Identify new content trends

Associated courses



Discover Digital Marketing

Easy 8 hours

Welcome to the fundamentals of digital marketing! You will learn how to develop a marketing strategy to turn prospects into leads, leads into customers, and customers into loyal brand ambassadors.



Stay Up to Date With Innovations in Your Field

Easy 4 hours

Learn how to stay abreast of industry changes, pinpoint areas for professional development, and work more efficiently in the digital age.



Learn How to Learn

Easy 6 hours

Learning quickly and effectively is a key skill that can improve your learning capacity and help you take control of your personal and professional development.



Improve Your Productivity With ChatGPT

Easy 4 hours

Learn how to use ChatGPT to improve your productivity and discover how “prompt engineering” can help you save time on your work tasks.

Project 2 - 70 hours

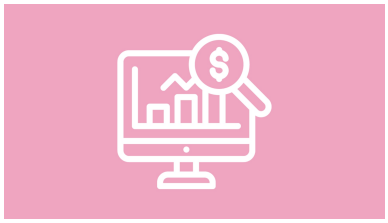
Identify Target Customer Groups for a Line of Home Cooking Kits

Get to know the audience of a new food delivery product to improve targeting. You're taking over from the market researcher to finish the analysis!

Skills

- Describe an audience using data
- Identify customer needs
- Segment customers
- Complete a competitive analysis

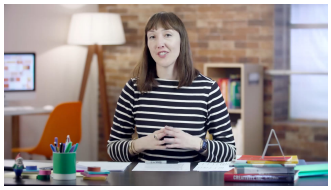
Associated courses



Do product research: analyze the competition and interview potential customers

Medium 12 hours

In order to know how good an idea is, you need to research the competition, identify a market segment, find and interview potential customers, and develop target personas.



Conduct Design and User Research

Easy 6 hours

Get out into the world and understand how people actually behave vs. what they say they do. Move past expectations and assumptions to uncover valuable insights through ethnography, interviews and participant observation.

Project 3 - 60 hours

Collect User Data and Optimise User Experience to Maximise Conversion

Maison Dubois is a French brand of high-end handcrafted furniture. Produce landing pages and a welcome email program to kickstart their online distribution.

Skills

- Create emails using basic HTML and CSS
- Edit landing pages on a website
- Set up automated emails based on triggers in user behavior
- Report on the effectiveness of a lead generation campaign and goal conversions

Associated courses



Scale up your Business with Growth Hacking

Medium 6 hours

Learn about how companies can create rapid growth for themselves through new marketing techniques and experimentation in general! You'll apply a hacker's mindset to creating new strategies to engage with customers at all stages of the customer lifecycle.

Project 4 - 40 hours

Audit the Website of a Small Local Business to Optimize Their SEO

Help a local business improve their SEO by identifying valuable keywords and devising an editorial calendar. Thanks to you, they should gradually feature higher in search engines.

Skills

- Develop an editorial calendar
- Drive traffic to your website by integrating SEO best practices into content production
- Report on the effectiveness of a content marketing strategy

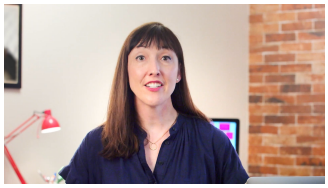
Associated courses



Drive Traffic to Your Website With Search Engine Optimization (SEO)

Easy 10 hours

Find out how to implement an effective SEO strategy as part of your organization's overall online marketing plan. Increase organic traffic from Google to your website.



Think like an editor (content strategy and UX writing)

Easy 10 hours

Develop your writing skills to give yourself a competitive advantage in the world of design. UX designers also need to be part content strategists and UX writers.

Project 5 - 60 hours

Upgrade the App Store Page for a SaaS Invoicing App

Flow is a simple accounting app for small businesses and needs to be promoted effectively in app stores. Critique the promotional visuals created by the creative team and practice making your own!

Skills

- Brief a creative team to develop assets for digital marketing campaigns
- Check the compliance of an asset with the initial brief and industry standards
- Create basic multimedia assets based on a style guide
- Write copy in the brand's tone of voice

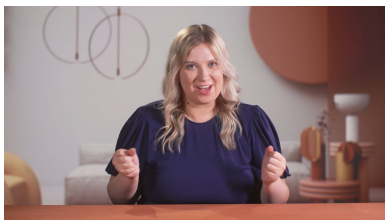
Associated courses



Develop Your Creativity

Easy 8 hours

Creativity is a key skill when problem-solving. Develop your convergent and divergent thinking by building a toolkit of practical exercises to help you innovate at work and in job applications.



Project Management 101

Easy 6 hours

In this course, learn the basics of project management and its lifecycle. Get ready to become a project manager and initiate, plan, execute, and close your projects.

Project 6 - 60 hours

Create a Campaign to Advertise a New Fragrance for a Luxury Brand

A luxury brand is launching a new fragrance. Initiate a paid ad campaign for them to promote their new perfume on several platforms. Gain a Google Certificate along the way!

Skills

- Create a paid online advertising campaign within a channel
- Prepare an online paid advertising campaign
- Report on the effectiveness of a paid campaign and goal conversions

Associated courses



Master the Basics of Spreadsheets

Easy 8 hours

Whether you use Excel, LibreOffice Calc, Numbers on Mac, or Google Sheets on Drive, follow this course to master the basics of spreadsheets. You'll find out how to format, analyze, and visualize basic data.



Launch an Advertising Campaign

Medium 6 hours

Discover the different steps to create an advertising campaign: define objectives, calculate the size of your audience, learn how to work with media agencies, and measure the impact of your advertisements.



Understand Your Audience With Google Analytics

Medium 8 hours

Get familiar with Google Analytics learn how to collect, explore and analyze data to boost engagement and improve your performance on the web !

Project 7 - 70 hours

Develop a Nonprofit's Social Media Engagement Strategy

Analyze a nonprofit’s social media presence and work on their positioning, targeting, and content to improve their efforts.

Skills

- Report on the effectiveness of a social media strategy
- Analyse the e-reputation of a brand
- Determine the most effective social media channels for a brand
- Interact with leads or clients via social media
- Publish original or curated content on social media which fits brand messaging

Associated courses



Develop a Social Media Strategy

Easy 10 hours

Do you want to use social media in your marketing strategy? Unsure whether to choose Instagram, Facebook, LinkedIn, or something different? Learn how to develop a social media strategy to build a community, foster engagement, and provide valuable content.



Manage Your Brand's E-reputation and Influence

Easy 10 hours

Learn how to conduct an online reputation audit, set up an influence strategy, and manage your PR crises.