



**GRADING CRITERIA:**

Upon successful completion of the course, you will receive a Certificate of Completion.

**EVALUATIONS:** Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

The following list outlines the PDUs you will earn for completing this course, based on the certification you have.

<b>Designation</b>	<b>Technical</b>	<b>Leadership</b>	<b>Strategic/Business</b>	<b>TOTAL</b>
PMP®/PgMP®	1.75	0	1.75	3.5
PMI-RMP®	0	0	1.75	1.75
PMI-SP®	0	0	1.75	1.75
PMI-ACP®	0	0	1.75	1.75
PfMP®	1.75	0	1.75	3.5
PMI-PBA®	1.75	0	1.75	3.5

**STUDENT RESPONSIBILITIES:** Completion of any practice lessons, quizzes, assignments, or tests.

**COURSE SCHEDULE/TENTATIVE TIMELINE:**

Dates vary (refer to website for current availability).

**LEARNING OUTCOMES:**

Upon successful completion of this course, learners will be able to:

- Define marketing automation and explain its value.
- Define key terms used in marketing automation.
- Explain the key components of marketing automation.
- Define the buying cycle and the online marketing funnel.
- Explain the aspects of prospect intent in a buying cycle (AIDA).
- Identify the key considerations in developing a content strategy.
- Name the major marketing channels.
- Define and explain what customer value is.
- Define and discuss the advantages of a single customer view.
- Describe the functions of a CRM system and an email marketing system.
- Discuss the types of data that are useful in lead capture.
- Explain the use of dynamic content.
- Explain the use of explicit and implicit data in lead nurturing.

- Articulate the value of lead scoring.
- Define strategies for building customer loyalty.
- Describe different methods of marketing automation measurement and control.
- Understand how views, filters, and segmentations work in digital analytics
- Describe SEO and how it impacts web traffic
- Explain how to use Google Analytics for Ecommerce, B2B, and content publishing