Training
« Google Digital Marketing & E-Commerce Certificate »

With ADEM, prepare for a new career in the high-growth fields of digital marketing and e-commerce !

Google Career Certificate Courses are designed to prepare you for an entry-level role in occupational fields like IT support, data analytics, project management, UX design, IT Automation with Python, Digital Marketing & E-Commerce, Cybersecurity as well as Business Intelligence.

Training content

In the Google Digital Marketing & E-Commerce Certificate program, you will learn to manage digital marketing campaigns, attract and engage customers, and measure performance through analytics.

What you will learn?
- Developing digital marketing and e-commerce strategies
- Attracting and engaging customers through digital marketing channels like search, social media, and email
- Measuring marketing analytics and sharing insights
- Building e-commerce stores, analyzing e-commerce performance, and growing customer loyalty
- Gaining knowledge in tools and platforms including Mailchimp, HubSpot, Hootsuite, Constant Contact, Canva, Shopify, Twitter, Google Ads, Google Analytics, Google Search Console, Google Sheets, Google Trends, and Google Spreadsheets.

This professional certificate (over 240 hours) comprises 7 courses:
- Foundations of Digital Marketing and E-commerce
- Attract and Engage Customers with Digital Marketing
- From Likes to Leads: Interact with Customers Online
- Think Outside the Inbox: Email Marketing
- Assess for Success: Marketing Analytics and Measurement
- Make the Sale: Build, Launch, and Manage E-commerce Stores
- Satisfaction Guaranteed: Develop Customer Loyalty Online

Target group

Jobseekers registered with ADEM preparing to work as digital marketer, marketing coordinator, search engine optimization specialist, paid search specialist, email marketing specialist, e-commerce associate, media planner…

Qualifications required:

Diploma: Bachelor degree in Computer Science or commerce related

Language skills: Good knowledge of English (reading, speaking, writing)

Other:
- having curiosity about reaching and engaging with customers online
- being available for an intensive online training, being flexible and used to fix and respect deadlines
- having access to a personal computer (either Mac, Windows, or Linux) and having advanced digital skills

DURATION	6 months
PLACE OF TRAINING	**100% online training**
INTERESTED ?	Interested? Please ask your personal ADEM counsellor or contact **employeur-ict@adem.etat.lu**

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