



VOCATIONAL AND CAREER EDUCATION

MAY 18<sup>TH</sup> – MAY 22<sup>ND</sup> 2020

**This is a general Business and Consumer Education activity. Please make sure you are checking your BPS e-mail and Microsoft TEAMS for updates from your teachers. They will be sending you other activities that are specifically designed for your class.**

## Fundamentals of Digital Marketing

Use Google's Digital Garage and go through the 26 modules, which include:

- Taking a business online
- Reach more people locally (on social and mobile)
- Reach more people with advertising
- Tracking and measuring web traffic

At the end of the 26 modules, students will receive a Google Certification in the Fundamentals of Digital Marketing.

Click on the link below to access the Fundamentals of Digital Marketing Course. After completing the course, save your certificate to your Office365 One Drive and then share it with your teacher. At the end of the chapter, complete the assessments. When completed, save the assessments to your Office365 OneDrive and feel free to share it with your teacher.

# Fundamentals of Digital Marketing - Gain a Certification!