

*CAREER***FOUNDRY**

**Digital Marketing**

**Program**

**with your Bildungsgutschein**

# Program details overview

	Full-time program	Part-time program
<b>Program number (Maßnahmenummer)</b>	922 / 95 / 2023	922 / 97 / 2023
<b>Period of validity of the program</b>	11.01.2023 - 10.01.2026	11.01.2023 - 10.01.2026
<b>Occupational identification number (Berufskennzahl)</b>	92113	92113
<b>Program duration</b>	5,5 months / 22,1 weeks / 110 working days / 882 hours	11,1 months / 44,2 weeks / 221 working days / 882 hours
<b>Weekly working hours</b>	40 working hours	20 working hours
<b>Tuition</b>	8.549,58€ 9,69€ per hour	8.549,58€ 9,69€ per hour
<b>Price for monthly extensions (20 business days)</b>	1.550,40€ per month	775,20€ per month
<b>Program language</b>	English (minimum required level B1.2)	English (minimum required level B1.2)
<b>Program location</b>	Online only	Online only
<b>Start dates</b>	Every two weeks, always on a Monday (if the Monday falls on a public holiday, the course will start on Tuesday). <u>See start dates.</u>	Every two weeks, always on a Monday (if the Monday falls on a public holiday, the course will start on Tuesday). <u>See start dates.</u>
<b>Total number of projects</b>	5	5
<b>Mentor model</b>	1-1 Mentor (22 calls total) and Tutor (unlimited messaging)	1-1 Mentor (22 calls total) and Tutor (unlimited messaging)
<b>Job Support</b>	Job Preparation Course and 1-1 Career Services	Job Preparation Course and 1-1 Career Services

1.

## General information about our certification for a Bildungsgutschein

All providers who wish to offer courses with an educational voucher (Bildungsgutschein) on behalf of the Agentur für Arbeit/Job Center (employment agency) must first undergo a rigorous certification process in order to check the quality of the courses offered. Only then are they included in the Agentur für Arbeit's official list of course providers (New Plan).

CareerFoundry has successfully completed this process in accordance with the guidelines set out by AZAV (Akkreditierungs- und Zulassungsverordnung Arbeitsförderung—Accreditation and Licensing Regulation for Employment Promotion), and, as a DEKRA-certified educational provider, is permitted to accept educational vouchers in accordance with AZAV since 2016.



2.

## What is a Bildungsgutschein?

A Bildungsgutschein is an educational voucher provided by the Agentur für Arbeit/Job Center to registered German residents who are unemployed or soon to be unemployed. The Bildungsgutschein pays for the recipient to complete further educational training that will help them get back into the workforce.

3.

## How do I know if I'm eligible for a Bildungsgutschein?

To be eligible for a Bildungsgutschein, you must be resident in Germany and have completed the official registration process ("Anmeldung") where you register your address at your local "Bürgeramt". Aside from that, you may be eligible for a Bildungsgutschein if:

- You are currently unemployed
- You are currently employed but facing the prospect of unemployment
- You require further training in order to ensure job security in your current employment
- You require further training in order to make up for a "missing" qualification which is relevant to your line of work

To check your individual requirements for a Bildungsgutschein, you can request an appointment at the Agentur für Arbeit/Jobcenter by calling (toll free) 0800 4 555500, by using the Agentur für Arbeit's [contact form](#), or visiting your local Agentur für Arbeit/Jobcenter. You will be assigned a contact person (advisor) who will assess your eligibility for a Bildungsgutschein.

It's important to note that the Bildungsgutschein is not a guaranteed benefit; the Agentur für Arbeit/Jobcenter is not obligated to grant one to all applicants. Also note that only the Agentur für Arbeit / Jobcenter advisors can determine your eligibility; CareerFoundry has no influence on this.

4.

## How to prepare for your appointment at the Agentur für Arbeit/Jobcenter

**In addition to demonstrating your motivation and the value of the CareerFoundry program in helping you find a job, you'll need to bring and/or demonstrate:**

- Proof that you are registered in Germany (Anmeldebescheinigung).
- Your up-to-date CV, ideally showing the connection between your professional background and the program you are going to take.
- Personalized course proposal ([request this from us](#)).
- This application guide ([view here in German](#)).
- List of relevant job ads within the digital marketing field to show the strong demand for the skills you will learn in the program—you can take along some screenshots from Monster, Xing, Indeed, LinkedIn or StartupJobs (to name a few).
- If you don't speak German, it is advisable to bring someone along with you who can translate during the appointment.
- Emphasize that you will have access to a dedicated Job Preparation Course, which is free of charge for both you and the Agentur für Arbeit/Jobcenter, and it will provide all the guidance you need to refine your application packet, fine-tune your interview skills, and land that first data analytics job. If you complete the Job Preparation Course, you'll also receive the support of a dedicated career specialist for up to six months after graduation.

5.

## I've received a Bildungsgutschein. What's next?

Once you receive your Bildungsgutschein, please contact us at [bildungsgutschein@careerfoundry.com](mailto:bildungsgutschein@careerfoundry.com) to start your course admission process. Please note that this process can take up to 14 days. The admission process consists of several steps:

- Send us a copy of the Bildungsgutschein—we will need to check in advance whether all the details are correct
- Complete a profile survey—this helps us to get to know you better and assess your suitability for the program
- Read and sign the Terms of Participation—this includes all the information and rules of the course and explains how our collaboration with the Agentur für Arbeit/Jobcenter works
- Complete an admissions test—this is designed to help you and us to ensure that all program requirements have been properly understood and that you know what to expect
- Complete an English test; the minimum required level of English is B1.2

6.

## Who is the program for and what are the requirements?



This program is for complete beginners who'd like to learn the skills needed to become a job-ready digital marketer—no prior knowledge or experience is required!



The program is also suitable for complete career changers, as well as upskillers who need digital marketing skills in their current role, or if they're hoping to go freelance.



You'll need a computer (macOS, Windows, or Linux) with a webcam, microphone, and an internet connection, and a smartphone (see below for more on system requirements).

7.

## Which tools will you use in the program?

### Wordpress

You'll use this tool for creating a website and portfolio

### Ad managers

You'll use Facebook Ad Manager, for social media ad campaigns, and Google Ad Manager for search engine ad campaigns

### Social Media Platforms

You'll use Instagram, Facebook, and Twitter for sharing your branded campaigns

### Canva

You'll use this tool for designing visual content, flowcharts and presentations

### Mailchimp

You'll use this tool for email marketing

### Google Sheets

For tracking and measuring everything you do as part of the optimization cycle

### Google Analytics

You'll use this tool for measuring and monitoring website traffic

### What are the costs associated for tools?

There are costs associated with Wordpress, Google, and Facebook Ads, but CareerFoundry will be covering the costs of these tools for the duration you'll need them throughout the program.

Note: You will be required to invest some independent study time (approximately 1-2 hours per week) towards familiarizing yourself with the tools you'll use throughout the program, and learning how to use them.

## System requirements:

- Operating system: Windows 11, macOS versions 10.13 and later, Ubuntu, Debian, CentOS, or Fedora (Linux)
- We recommend a minimum of 4 GB of RAM on your device, but 8 GB would be preferable

8.

## How does the program work?



The program provides a **100% online, asynchronous** learning experience—so while there is an overall completion deadline, you get to decide how to fit your study hours around other obligations. You'll be working through the program material in your own personal account on the CareerFoundry platform.



The program is broken into several larger modules called "**Achievements**," which are made up of smaller lessons. Each lesson is made up of reading material, videos, tutorials, a quiz, and a task—where you'll put your learning directly into practice. Each task will contribute to the **final projects** and deliverables that you'll finish the program with.



While there is **no final exam**, you'll have a dedicated **tutor** and a professional **mentor** (assigned based on your timezone) who will assess your submissions against our internal rubric. They'll let you know exactly how to improve your work to get it approved.



The program is counted as complete once all the Achievements have been reviewed and approved by your mentor. You will be able to download your **certificate** of completion directly from your dashboard. Take a look at a video of CareerFoundry's learning experience or read more on our [How it Works Page](#).

You'll get free read-only access to our other career-change programs (data analytics, web development, UI, and UX design) and after completing this program, will have lifetime access.

9.

## What kind of support is available?



### Tutor

Your tutor is a course expert who actively works in the field and provides individual feedback on your course assignments as you work through an Achievement. You'll communicate with them through the messaging tool in your account.



### Mentor

Mentors are seasoned professionals who review the final task in your Achievements and provide detailed video reviews of each project you complete during the course. You'll have up to 22 video calls with your mentor over the span of the program. You can schedule these calls via our learning platform's built-in calendar tool. Learn more about our mentors and our dual-mentorship model on our [Mentors page](#).



### Student Advisor

Student advisors ensure you have the best possible experience throughout the program, and are available for general inquiries. You can message them from your dashboard (within the platform). If you have questions specific to your collaboration with the Agentur für Arbeit/Jobcenter such as if you get sick, or if you can't work regularly on the program, you can contact the Bildungsgutschein team anytime via email at [bildungsgutschein@careerfoundry.com](mailto:bildungsgutschein@careerfoundry.com).



### Career Specialist

If you opt into the Job Preparation course, you'll also have a dedicated career specialist who will provide individualized feedback for your job search strategy and application package. Your career specialist will answer all your questions throughout the Job Prep course, and be there to support and advise you on how to get the most out of your job search, both as you work through the program, and beyond as you progress in your career.



### Fellow students

As a CareerFoundry student, you'll be part of an extensive community of fellow students, both during the program and after graduation. You can reach out to this community on Slack to discuss your coursework, organize meetups, or find a study buddy.

10.

## Program Outline

The Digital Marketing Program is divided into two parts: Intro to Digital Marketing, and Digital Marketing Immersion.

### Intro to Digital Marketing Course

Dive into the world of digital marketing while gaining hands-on experience developing and implementing your very own social media campaign.

In this course, you'll dive into the world of digital marketing while gaining hands-on experience developing and implementing your very own social media campaign. You'll explore the ins and outs of digital marketing strategy, competitor research, personas, and branding, before creating and launching content of your own design. You'll also learn how to analyze your campaign results and effectively communicate your findings and recommendations to colleagues and stakeholders.

The Intro course will cover the following topics:

1. **Digital Marketing Strategy**
2. **Personas & Competitors**
3. **Defining Your Brand**
4. **Planning a Digital Marketing Campaign**
5. **Creating Digital Content**
6. **Digital Marketing Careers**
7. **Marketing Analytics**
8. **Presenting Campaign Results**

[See a more detailed course outline here.](#)

# Digital Marketing Immersion

Immerse yourself into the mindset of a digital marketer through hands-on application of the processes and tools that digital marketers use every day.

## Achievement 1 - Content Marketing

In this first Achievement, you'll get started on your digital marketing journey with a look into content marketing. You'll learn how to write engaging blog articles, as well as how to design CTA-focused landing pages. Along the way, you'll do a lot of research into your target audience, ensuring that all the content you create is geared towards their wants and needs. You'll finish up by broaching the topic of KPIs—why are KPIs so important to a digital marketing team, and how can you ensure you're meeting them?

Achievement 1 will cover the following topics:

- |                                    |                            |
|------------------------------------|----------------------------|
| 1.1 Digital Marketing Fundamentals | 1.6 Landing Page Creation  |
| 1.2 Intro to Content Marketing     | 1.7 Launching a Website    |
| 1.3 Target Market Research         | 1.8 Portfolio Case Studies |
| 1.4 Branding & Buyer Personas      | 1.9 Capstone               |
| 1.5 Blog Writing                   |                            |

## Achievement 2 - SEO & Email Marketing

In the second Achievement, you'll continue where you left off with content marketing, this time focusing in on a key aspect of digital marketing—search engine optimization, or SEO. You'll learn about on-page and off-page SEO, as well as take your first look into Google Analytics and how it can help you with your marketing strategies. You'll finish things up by planning and launching your first email marketing campaign with a series of educational emails for your Achievement project.

Achievement 2 will cover the following topics:

- |                                  |                                     |
|----------------------------------|-------------------------------------|
| 2.1 On-Page SEO                  | 2.6 Email Design & Campaign Launch  |
| 2.2 Off-Page SEO                 | 2.7 Project Reflections             |
| 2.3 Google Analytics             | 2.8 Data Interpretation & Reporting |
| 2.4 Email Marketing Fundamentals | 2.9 Capstone                        |
| 2.5 Writing for Email Marketing  |                                     |

## Achievement 3 - **Social Media Marketing & Branding**

Now that you've tried your hand at content marketing, it's time to change things up by turning your attention towards a different marketing focus—social media! Working with a new client on a new project, you'll dive into social media strategy, learning the ins and outs of working with these essential online platforms. Along the way, you'll learn some strategies for working with clients, from pitching ideas, to presenting strategies, to getting buy-in.

Achievement 3 will cover the following topics:

- 3.1 **Social Media Marketing Strategy**
- 3.2 **Content Planning & Calendars**
- 3.3 **Social Media Branding**
- 3.4 **Client Presentations**
- 3.5 **Creating Social Media Content**
- 3.6 **Creating Video Content**
- 3.7 **Community Management**
- 3.8 **Growth Strategies**
- 3.9 **Capstone**

## Achievement 4 - **Performance Marketing**

In this fourth Achievement, you'll continue your client project, this time delving into the world of paid marketing and ads. You'll set up some of your very first paid campaigns, then learn how to analyze your return on investment, or ROI, and create performance reports. Importantly, you'll also take a good look into what it means to be an ethical digital advertiser and how you can ensure your tactics aren't taking advantage of your customers.

Achievement 4 will cover the following topics:

- 4.1 **Intro to Paid Marketing**
- 4.2 **Developing Ethical Ad Strategies**
- 4.3 **Creating Facebook Ads**
- 4.4 **Creating Google Ads**
- 4.5 **Analyzing Ad Performance**
- 4.6 **Performance Optimization & A/B Testing**
- 4.7 **Performance Report & Case Study**
- 4.8 **Capstone**

## Achievement 5 - **Multi-Channel Marketing & Analytics**

In the final Achievement, you'll switch gears to the world of marketing analytics and multi-channel strategies. Using data is the cornerstone of digital marketing, and here you will analyze data from various different channels, draw insights into the performance of the marketing efforts the data represents, and use such findings to inform the creation of a new digital marketing strategy for a brand. You'll also learn more about how to communicate and collaborate with others to plan and execute a multi-channel strategy, before wrapping up all your project work from throughout the course into your professional digital marketing portfolio.

Achievement 5 will cover the following topics:

- |   |   |
|---|---|
| 5.1 <b>Intro to Multi-Channel Marketing</b>                   | 5.6 <b>Project Management for Digital Marketers</b> |
| 5.2 <b>Metrics in Multi-Channel Marketing</b>                 | 5.7 <b>Collaboration &amp; Writing Briefs</b>       |
| 5.3 <b>Analyzing Channel Performance</b>                      | 5.8 <b>Digital Marketing Portfolios</b>             |
| 5.4 <b>Cross-Channel Correlation Analysis</b>                 | 5.9 <b>Captone</b>                                  |
| 5.5 <b>Creating &amp; Presenting a Multi-Channel Strategy</b> |   |

[See a more detailed course outline here.](#)

11.

## What kind of projects will you be working on?

### Intro to Digital Marketing

**Project 1:** You'll be responsible for planning, preparing, and launching a campaign on Instagram for a fictional organization of your choice.

### Digital Marketing Immersion

**Project 2:** Content marketing campaign (SEO, email, GA) for an organization offering environmentally-friendly picnic supplies.

**Project 3:** Branded multimedia social media strategy across multiple social media platforms, both paid and organic, for a digital health client.

**Project 4:** Multi-channel marketing data analysis and strategy, and project management and collaboration for a non-profit raffle organization.

**Project 5:** Capstone Project: Multi-channel personal or hobby brand project.

Take a look at some examples of projects created by Digital Marketing Program graduates [on our website](#).

12.

## Will you receive a certificate?



You'll finish the program with a certificate of completion and several projects and skills to showcase in your job applications. The certification is in place as an indication of the quality of the program, but in the end, it's the projects and skills that you develop throughout the program that are going to display the quality of your work to future employers and ensure that you find a job.

13.

## Finding a job with CareerFoundry

At CareerFoundry, we offer stellar career services for our students which include 1-1 career coaching as you search for your first job (and beyond), an exclusive Job Preparation Course.

### Job Preparation Course

Our Job Preparation Course is included in the Digital Marketing Program and has been designed to help you with all aspects of finding a job in the field. You'll work with your career specialist alongside your studies for the second half of the course, and if you complete the Job Preparation Course, you'll be entitled to continued career support for another six months after the course has ended.

The Job Preparation Course consists of two Achievements, each made up of several tasks.

### Achievement 1 - **Curation of Your Application Package**

Achievement 1 will cover the following topics:

- 1.1 **Crafting Your Mission Statement**
- 1.2 **Developing Your Career Change Strategy**
- 1.3 **Defining Your Elevator Pitch**
- 1.4 **Showcasing Your Process and Skills**
- 1.5 **Creating Your Professional Resume**
- 1.6 **Building a Professional Portfolio**
- 1.7 **Establishing Your Professional Brand**

## Achievement 2 - **Applying for Jobs and Beyond**

Achievement 2 will cover the following topics:

2.1 **Building Your Network**

2.2 **Searching for New Jobs**

2.3 **Applying for Jobs**

2.4 **Preparing for Interviews**

2.5 **Planning Your Professional  
Development**

14.

## **What kinds of roles will you be qualified for?**

Based on our comprehensive curriculum, you'll be qualified for junior digital marketing jobs. If you have transferable skills from your past career, you can potentially get a more senior role—your assigned career specialist will help you to craft the right story with your previous experience to be able to find such a role. Learn more about our graduate outcomes on our [Graduate Outcomes page](#).