

Udacity Adds Digital Marketing To Their Nanodegree Programs

By Sue Giplaye

Have you ever heard of a nanodegree? A smaller version of a degree is causing waves and creating jobs for students looking to earn a technology credential. If traditional schooling does not interest you, then this new type of learning is worth a look.



What is A Nanodegree?

A nanodegree is an exclusive learning experience taught online through [Udacity](#). The curriculum is created by industry leaders and experts in the field that you are trying to pursue. You can complete the program in as little as 6 weeks or, take your time and be done in 6 months.

The degree has been described as more difficult than a certificate and not as hard as an actual college degree. If you are nervous about the wealth of knowledge, there are one-on-one appointments with mentors that will come to your aid. You can also chat on the forum with other students.

Coaches and mentors help you build projects online so that way you can be a IT professional by the end of the program. When you have completed the [program](#), the projects you did well on will be used to create a portfolio. That portfolio will be a great asset for your job search and possible job placement.

The online community that Udacity creates for its students makes it a great breeding ground for potential employers and employees that are hungry for work. More than 20,000 students have signed up for [Nanodegree](#) programs.

What is Digital Marketing?

Digital marketing is a growing field in the [technology](#) world. It involves marketing fundamentals, content strategy, social media marketing, and search engine optimization. In the United States, \$70 billion has been spent on digital marketing. Sounds like a money maker right?

The whole digital marketing ecosystem is very complex and takes time and money to truly understand it.

What Does Udacity Digital Marketing Program Entail?

While studying the Digital Marketing Program at Udacity, you will learn how to run a live marketing campaign. Application of what you learn is put in the curriculum on many occasions. You will be introduced to 3 [companies](#) that are involved with marketing campaigns.

Social media is the main channel that prospective buyers turn to. You will learn how to market content and how to run a campaign on one of social media's most popular website, Facebook.

Display advertising also plays an important role in digital marketing. You will learn how display advertising works, how to sell it, and how to use Google AdWords. Email marketing and creating a digital marketing portfolio is also taught in this marketing program.

Will You Get Hired?

Udacity works with more than 50 hiring partners. A lot of hustling and grinding is done behind the scenes to ensure that their students get hired right after graduation. Sometimes Udacity will even hire their own students to work on side projects or to offer mentorship to incoming students. Sounds cool right? Here are some of the hiring companies that have teamed up with Udacity: [Megabots](#), Innovation Intelligence, Kuka, Delphi, Lockheed Martin, Fiat Chrysler, X, Renovo, 1mg, and Zomato. Whether you get hired or not, is ultimately up to you.