



Modern Online Marketing Education: 18 Courses and Resources

Core Courses

The courses in this section should be taken by every marketer. If you haven't taken any of these or similar courses in the past, we recommend adding them to your list of courses to take.

1. Introduction to Marketing (University of British Columbia): This is a very introductory course that will give you a general overview of marketing. It's not very difficult, but it will make the gaps in your marketing knowledge obvious.

2. Networks, Crowds and Markets (Cornell): This course, on the other hand, is fairly advanced.

- It's a great course if you're an analytics junkie. The main concepts covered in the course are:
 - ❑ applying game theory to various parts of marketing
 - ❑ understanding how marketing connects to various aspects of life (social, economic, technological)
 - ❑ exploring how ideas spread
- It mainly focuses on these concepts in the context of the Internet, which is ideal for most modern marketers.

3. Digital Branding and Engagement (Curtin University): This course is essentially digital branding 101.

- This course focuses on how a brand can use these different types of media to increase brand presence and user engagement.

4. Principles of Macroeconomics (MIT): Economics is a fundamental subject that all marketers should have at least a basic understanding of. This course is an introductory course to macroeconomics.

5. Principles of Microeconomics (MIT): This is another introductory course, where you'll learn fundamental concepts such as supply and demand, types of competition, and welfare economics.

6. Introduction to Financial Accounting (University of Pennsylvania): This is a very short course—only 4 weeks. It's not going to make you a financial wizard, but it will teach you how to interpret three main aspects of financial accounting:

1. income statements
2. balance sheets
3. cash flow statements

Specializations/Electives

7. Entrepreneurship 101: Who is your customer? (MIT): Entrepreneurship is a tough thing to teach in a course, instead of standard lectures, each class consists of a detailed case study of actual entrepreneurs across different industries.

8. Entrepreneurship 102: What can you do for your customer?(MIT): You will have the same instructors as in the course above as this course will pick up where the previous left off.

- Instead of focusing on figuring out who your customer is and why they buy products, this course focuses on figuring out what value you can provide to your customer.

9. Startup Success: How to Launch a Technology Company in 6 Steps (MIT): This course will help you fill in the gaps in your startup knowledge (kind of the reverse purpose of this whole list).

- This is another introductory course, but it will answer all the basic questions you might have. Once you finish the course, you'll know how to:
 - generate startup ideas
 - develop prototypes and improve them
 - recruit a team to help you
 - grow your business (where marketers excel)
 - raise funds (if needed)
- Note that this course focuses on technology startups, but most lessons will apply to other types of startups as well.

10. Digital marketing specialization (University of Illinois –Paid courses): This isn't actually a single course; it's a series of five. These courses are all connected to each other and are focused solely on digital marketing. That includes things such as:

- digital marketing analytics
- SEO
- social media marketing

- A note: you'll have to pay to take these courses. However, they only cost about \$100 each, which is incredibly cheap compared to an actual university course.

11. Social media marketing specialization (NorthWestern University – Paid courses): This is also a series of five courses.

- The first few courses are really basic, so if you have any experience with social media marketing, you can probably skip them without falling behind.

12. Introduction to Project Management (University of Adelaide): If you have aspirations to run your own business or be promoted to a managerial position, this is a useful business course to take.

13. Quick Sprout University for Internet Marketing: This is the first of a few items on this list that is not from an actual university. It covers all the major areas in Internet marketing:

- SEO
 - Link building
 - Content marketing
 - Social marketing
 - Paid advertising
 - Email marketing ...and a few more niche topics.
- The whole course consists of many short videos that address a particular skill, tactic, or strategy you should know.

Extras

This final group of courses will teach you skills that are, although not crucial, useful to you as a marketer.

14. Introduction to Computer Science (Harvard): Honestly, this single course will make a huge difference. It's not as hard as it seems to learn how to program on a basic level. This will allow you to automate repetitive marketing tasks, analyze large data sets, and do things like scrape websites. If you have any interest in programming, you'll enjoy it.

15. Data Analysis for Your Business (TU Delft): Data should be the core of marketing in most situations. You need to understand how to sort and analyze data so that you can use it to make decisions that grow your business.

- This course in particular focuses mainly on using advanced techniques in Excel (spreadsheets).
- If you're already fairly advanced with Excel, you can skip this course. However, if you're looking to learn a few new tricks, it may still be worth your time.

16. Data Science and Analytics in Context (Columbia University): This is another option for learning data analysis.

- It focuses on more advanced concepts such as natural language processing (NLP), machine learning, and approaching data with a statistical mindset (important).

17. HubSpot's Inbound Marketing Course & Certification: This also isn't a university course, but it's extremely well-established nonetheless.

- This course covers a lot of digital marketing topics in detail (although still focusing on the basics).

18. PPC University: Finally, this is another free resource and probably the best set of courses you'll find on paid advertising (for a reasonable price at least).

- It covers just about everything you need to know to get a good start in paid advertising, which all marketers should have at least a basic understanding of.