

Digital Marketing - Reskilling Map [clickable]



Personal Capabilities



How to Get Skilled

State University of New York free



Essential Skills for Career Development

University of Leeds free



Self-Leadership Lab

Stride unSchool \$\$



Organisational Capabilities



Leadership Through Marketing

Northwestern University free



Managing a remote marketing team

CXL Institute \$



Kommunikation in Führung & Alltag

BWI Zürich \$\$

Content Strategy for Professionals: Expanding Your Content's Reach

Northwestern University free

Branding and Customer Experience

IE Business School free

Digital Skills: Web Analytics

Accenture free

CAS Digital Marketing Pro

HWZ \$\$

Customer Centric Marketing for Entrepreneurs

edX free

MicroMaster in Marketing Analytics

BerkeleyX / edX \$

Social Media Manager (IHK) eLearning

Business Academy Ruhr \$\$

Applied Neuromarketing

CXL Institute \$

Become a Marketing Analyst

Udacity \$

Mastering Digital Marketing: SEM, SEO, Social Media and Beyond

London Business School \$\$

Customer Experience Mapping

Growth Academy \$

Digital Marketing & Analytics

Imperial College London \$\$

Dipl. Digital Advertising Manager

SGO Business School \$\$\$

The Growth Series

Reforge \$\$

CAS in Digital Data + Social Engineering

Kalaidos FH \$\$\$

 **Content**

 **Customer**

 **Analytics**