

# CURRICULUM OUTLINE

## Digital Marketing

# JESI

Scholarship 2023

Month	Topics	Activities
Month 1	Fundamentals of Digital marketing and Understanding the Customer Experience.	<ul style="list-style-type: none"><li>- Introduction to Marketing / Principles of Marketing (Marketing Mix)</li><li>- User research / user personas - Empathy mapping</li><li>- User journey maps</li></ul>
Month 2	Digital Media Writing Mastery: From Principles to Email Marketing	<ul style="list-style-type: none"><li>- Principles of Writing for Digital Media - Writing Techniques &amp; Editing for Digital Media</li><li>- Writing for Digital Media - Various Formats</li><li>- Social media marketing: (LinkedIn, Facebook, Instagram, and Pinterest)</li><li>- Email Marketing</li><li>- Content Strategy and Marketing Communication</li></ul>
Month 3	Foundations of Graphic Design: Canva, Photoshop, and Illustrator Essentials: Branding (logos and style guides)	<ul style="list-style-type: none"><li>- Introduction to Graphic Design Principles</li><li>- Introduction to Canva and Basic Design Principles</li><li>- Adobe photoshop</li><li>- Adobe Illustrator: Visual content creation, Brand Identity Design.</li></ul>
Month 4	Foundations of Video production: Wondershare Filmora, Adobe Premiere pro	<ul style="list-style-type: none"><li>- Introduction Video production</li><li>- Introduction to Wondershare filmora and Adobe Premier pro: Advanced Editing Techniques, Transitions, Effects, and Exporting</li><li>- Video Editing and Storyboarding: Scriptwriting, Content Creation: Video Editing.</li><li>- YouTube Marketing, (Shorts, Reels and TikTok's)</li></ul>
Month 5	Digital Analytics Mastery: Web, Social, A/B Testing, SEO, and SEM	<ul style="list-style-type: none"><li>- Introduction to Web and Blog Analytics</li><li>- Google &amp; Social Media Analytics</li><li>- A/B Testing</li><li>- Search Engines Optimization</li><li>- Search Engine Marketing</li><li>- Conversion Rate Optimization (CRO):</li><li>Online Advertising and Influencer Marketing</li></ul>

Month 6	<p>Mastering the art of branding, Digital marketing portfolio, pitch practice and presentations.</p> <p>Branding</p>	<ul style="list-style-type: none"> <li>- Understand the role of a digital marketing portfolio.</li> <li>- Identify key components of a digital marketing portfolio.</li> <li>- Understand the fundamentals of branding.</li> <li>- Crafting brand messaging and taglines.</li> <li>- analysing successful brand campaigns.</li> </ul>
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Fundamentals of Digital marketing and Understanding the Customer Experience.			
	Digital Marketing Fundamentals	Introduction to Marketing / Principles of Marketing (Marketing Mix)	<ul style="list-style-type: none"> <li>- What is marketing? - Role of marketing in business - Marketing vs. advertising</li> <li>- Product, Price, Place, Promotion, People, Process, and Physical evidence - Applying the 7Ps in real-world scenarios</li> <li>- Product development process - Product life cycle - Branding and positioning</li> <li>- Pricing strategies and tactics - Pricing models - Competitive pricing</li> <li>- Analysing marketing mix in existing businesses - Questions and clarification</li> </ul>
		User research / user personas	<ul style="list-style-type: none"> <li>- Importance of user research - User-centered design - User research methods</li> <li>- Interview techniques - Creating user personas - Gathering user insights</li> <li>- Designing effective surveys - Analysing survey data - Feedback collection</li> <li>- Practical user research activities - Questions and clarification</li> </ul>
		Empathy mapping	<ul style="list-style-type: none"> <li>- What is empathy mapping? - Benefits of empathy mapping - Empathy map components</li> <li>- Gathering user data - Creating user personas - Mapping user experiences</li> </ul>

			<ul style="list-style-type: none"> <li>- Identifying pain points and needs - Analysing user behaviours - Storytelling</li> <li>- Group activity: Creating empathy maps for specific user personas</li> <li>- Reviewing empathy maps - Discussing insights and findings - Q&amp;A session</li> </ul>
		User journey maps	<ul style="list-style-type: none"> <li>- Creating user journey maps - Identifying touchpoints - Mapping customer experience</li> <li>- The power of storytelling - Storytelling techniques - Crafting a brand narrative</li> <li>- Understanding the marketing funnel - Stages of the funnel - Sales and marketing alignment</li> <li>- Lead generation tactics - Creating lead magnets - Nurturing leads</li> </ul>
<b>Digital Media Writing Mastery: From Principles to Email Marketing</b>			
	Digital Analytics and Optimization Fundamentals	Principles of Writing for Digital Media	<ul style="list-style-type: none"> <li>- Understanding digital media - Writing for online audiences - Importance of clear communication</li> <li>- Identifying target audience - Creating user personas - Adapting content for different audiences</li> <li>- Importance of SEO in digital writing - Keyword research - On-page optimization</li> <li>- Accessibility guidelines - Making content inclusive - Alt text for images</li> </ul>
		Writing Techniques & Editing for Digital Media	<ul style="list-style-type: none"> <li>- Inverted pyramid structure - Using anecdotes - Crafting engaging headlines</li> <li>- Grammar and punctuation rules - Consistent style and tone - Proofreading strategies</li> <li>- Self-editing techniques - Peer editing - Editing tools and software</li> <li>- Curating and repurposing content - Content syndication - Maintaining originality</li> <li>- Writing and editing exercises - Feedback and discussion - Questions and clarification</li> </ul>
		Writing for Digital Media - Various Formats	<ul style="list-style-type: none"> <li>- Writing effective press releases - crafting media pitches - Outreach to journalists</li> <li>- Blog post structure - Storytelling in blog writing - SEO optimization for blogs</li> </ul>

			<ul style="list-style-type: none"> <li>- Copywriting for social media - Crafting engaging tweets - Tone of voice and brand personality</li> <li>- Writing email subject lines, preview text - crafting email body content - Personalization and segmentation</li> <li>- Writing press releases, blog posts, social media content, and email campaigns - Feedback and discussion</li> </ul>
		Email Marketing	<ul style="list-style-type: none"> <li>- Understanding email marketing - Benefits and importance - Industry trends</li> <li>- Defining goals and objectives - Target audience segmentation - Building a strategy</li> <li>- Importance of segmentation - Creating segments - Personalization</li> <li>- Email marketing platforms - Setting up an email marketing account - Email list management</li> <li>- Writing compelling subject lines, preview text</li> <li>- Crafting engaging email copy - Design and visuals</li> <li>- Keeping lists updated - Handling bounces and unsubscribes - List hygiene</li> <li>- Building a subscriber list and sending an email campaign - Analysing results</li> <li>-Automated email workflows and personalization.</li> </ul>
		Content Strategy and Marketing:	<p>Planning and developing content strategies.</p> <p>Principles of content creation, distribution, and promotion.</p> <p>Crafting engaging content for different social platforms.</p>
		- Social media marketing: (LinkedIn, Facebook, Instagram, and Pinterest)	<p><b>Platform Overview:</b></p> <ul style="list-style-type: none"> <li>- Understanding the unique features and demographics of each platform.</li> <li>- Optimizing profiles for professional or business use.</li> <li>- Setting up appealing and informative profiles on each platform.</li> <li>- Understanding content types and formats that work best.</li> <li>- Copywriting tips and best practices.</li> </ul>

			<ul style="list-style-type: none"> <li>- Audience Targeting</li> <li>- Understanding social media ethics and guidelines.</li> <li>- Generating reports and measuring return on investment (ROI).</li> </ul>
<b>Foundations of Graphic Design: Canva, Photoshop, and Illustrator Essentials</b>			
	Introduction to Graphic Design Principles	Fundamentals of Graphic Design	<p>Introduction to graphic design and its role in digital marketing</p> <p>Understanding the elements of design: colour, typography, composition, and imagery.</p> <p>Overview of graphic design software (e.g., Adobe Illustrator, Photoshop).</p>
		Colour Theory and Psychology	<p>Importance of colour in design and branding.</p> <p>Understanding colour psychology for effective marketing.</p> <p>Creating colour palettes for different target audiences.</p>
		Typography and Font Pairing	<p>Exploring typography styles and font families.</p> <p>Understanding hierarchy and readability in typography.</p> <p>Pairing fonts for harmonious designs.</p>
		Layout and Composition	<p>Principles of visual composition.</p> <p>Designing for different mediums (e.g., web, social media, print).</p> <p>Creating balanced and visually appealing layouts.</p>
	Introduction to Canva and Basic Design Principles	Introduction to Canva	<p>Overview of Canva's interface, tools, and features</p> <p>Setting up a Canva account and exploring available templates</p> <p>Creating a simple social media post with emphasis on these elements</p>
		Customizing Templates and Branding	<p>Exploring Canva's template library and customizing templates</p> <p>Discussing the importance of brand consistency in designs</p> <p>Customizing Canva templates to align with a hypothetical brand's identity and message</p>

		Designing for Presentations and Infographics ( <i>Power Point</i> )	Understanding design principles for presentations and infographics  Selecting a topic to visualize in an infographic or presentation.  Creating a visually appealing infographic or a presentation slide deck using Canva
	Adobe photoshop		Overview of Photoshop’s interface, tools, and features  Setting up a Photoshop interface  Creating a simple social media post with emphasis on these elements  Photo manipulation
		Visual content creation	Designing graphics and visuals for social media and web.
	Adobe Illustrator	Brand Identity Design:	Developing brand logos, style guides, and visual assets.  Visual Identity and Design        - Learn the significance of visual brand elements. - Practical design exercises.        - Explore the impact of design on brand identity.
Foundations of Video production: Wondershare Filmora, Adobe Premiere pro			
	Introduction Video production	Video production fundamentals.	Introduction to video production: history, types of videos, and its role in marketing.  Understanding video equipment: cameras, lenses, tripods, and audio gear.  Basic video shooting techniques: framing, composition, and lighting.
		Audio for video production	Importance of good audio in videos.  Microphones and recording techniques.  Post-production audio editing.
		Video editing basics	Introduction to video editing software (e.g., Adobe Premiere Pro, Final Cut Pro).  Importing and organizing footage.  Basic editing techniques: cutting, trimming, transitions.
		Basic graphic and effect	Adding text and graphics to videos.  Working with video effects and filters.

			Creating animated intros and outros.
	Introduction to Final cut pro		
	And		
	Adobe Premier pro	Introduction to Adobe Premiere Pro	<ul style="list-style-type: none"> <li>- Interface overview - Importing media files - Creating a new project</li> <li>- Importing video and audio clips - Organizing media in the project panel</li> <li>- Timeline and sequence setup - Cutting, trimming, and moving clips - Using the razor tool</li> <li>- Applying video and audio transitions - Adding basic video effects - Adjusting clip properties</li> </ul>
		Advanced Editing Techniques	<ul style="list-style-type: none"> <li>- Adding and formatting text - Creating titles and lower thirds - Text animation</li> <li>- Adjusting audio levels - Adding background music - Applying audio effects</li> <li>- Correcting colour and exposure - Applying colour grading - Using LUTs</li> <li>- Creating animation with keyframes - Using the Essential Graphics panel - Adding graphics</li> </ul>
		Transitions, Effects, and Exporting	<ul style="list-style-type: none"> <li>- Creating custom transitions - Applying advanced video effects - Using adjustment layers</li> <li>- Green screen basics - Chroma keying in Premiere Pro - Fine-tuning key settings</li> <li>- Export settings and presets - Exporting for different platforms - Managing render queues</li> <li>- Setting up multi-camera sequences - Syncing and switching cameras - multi-camera editing tools</li> <li>- Motion tracking basics - Stabilizing shaky footage - Tracking and adding text/graphics</li> <li>- Working with masks - Creating visual effects - Compositing multiple layers</li> </ul>
	Video Editing and Storyboarding	Scriptwriting	Developing scripts for video content.
		Content Creation: Video Editing	<ul style="list-style-type: none"> <li>- Workshop: Creating a Storyboard</li> <li>- Practical storyboard creation</li> <li>- Hands-on video shooting (to plan, shoot, and edit video project.)</li> </ul>
		YouTube and Video Marketing:	Strategies for marketing on YouTube, including optimization and analytics.

			(Shorts, Reels and TikTok's)
<b>Digital Analytics Mastery: Web, Social, A/B Testing, SEO, and SEM</b>			
	Digital Analytics and Optimization Fundamentals	Introduction to Web and Blog Analytics	<b>Introduction to Analytics</b> - Introduction to Analytics  - Understanding web analytics - Importance of data-driven decisions - Setting up Google Analytics  <b>Metrics and KPIs</b> - Identifying key metrics - Setting SMART goals - Case study analysis  - Mapping user journeys - Funnel analysis in Google Analytics - Identifying drop-off points  - Hands-on Google Analytics setup - Questions and clarification
		Google & Social Media Analytics	- Custom reports and dashboards - Event tracking - Enhanced E-commerce tracking  - Definition and significance - Reducing bounce rate strategies - A/B testing for bounce rate  - Setting up conversion goals - Analysing engagement rates - Improving conversions  - Organic vs. paid traffic - Identifying top-performing channels
		A/B Testing	- What is A/B testing? - Types of tests - A/B testing vs. Multivariate testing  - Hypothesis creation - Selecting variables to test - A/B testing tools  - Statistical significance - Interpreting test data - Implementing winning variations
		Search Engines Optimization	<b>On Page and off page optimization.</b> - On-page optimization techniques - Off-page link building strategies - SEO audits  <b>Keyword Research and Analysis</b> - Keyword research tools - Competitor analysis - Long-tail keywords - Keyword optimization  <b>SEO Tools and Analytics</b> - Using SEO tools effectively - Google Search Console - Monitoring SEO performance – Reporting  <b>Local SEO Optimization</b> - Local SEO strategies - Google Maps- Managing online reviews - Local SEO analytics



		Search Engine Marketing	<ul style="list-style-type: none"> <li>- What is SEM? - Importance of SEM - Setting up Google AdWords account</li> <li>- Keyword research techniques - Creating ad groups - Ad targeting options</li> <li>- Ad copywriting best practices - Ad extensions - Ad scheduling and budgeting</li> <li>- Ad performance metrics - Quality Score - Ad performance analysis</li> <li>- A/B testing ad variations - Budget management - Campaign performance review</li> </ul>
		Conversion Rate Optimization (CRO):	Techniques for improving website and landing page conversions.
		Online Advertising:	In-depth exploration of paid advertising platforms.
		Influencer Marketing:	Strategies for working with influencers in marketing campaigns.
<b>Branding, Digital marketing portfolio Pitch practice and presentations</b>			
	Branding	Mastering the art of branding:	<ul style="list-style-type: none"> <li>- Understand the fundamentals of branding.</li> <li>- Recognize the importance of branding in business.</li> <li>- Learn how to gather data for brand analysis.</li> <li>- Identify the role of research in branding.</li> <li>- Develop effective brand communication skills.</li> <li>- Understand how messaging shapes brand perception.</li> <li>- Crafting brand messaging and taglines.</li> <li>- analysing successful brand campaigns.</li> </ul>
	Digital marketing portfolio (This runs through in bit through every model)		<ul style="list-style-type: none"> <li>- Understand the role of a digital marketing portfolio.</li> <li>- Identify key components of a digital marketing portfolio.</li> <li>- Generate project ideas based on strengths and interests.</li> <li>- Make improvements based on peer feedback.</li> </ul>