**Master Program in Digital Marketing**

**Month 1: Digital Marketing Fundamentals and Strategy**

Week 1-2: Introduction to Digital Marketing

* Overview of digital marketing channels
* Understanding the digital marketing landscape
* Key metrics and KPIs in digital marketing

Week 3-4: Digital Marketing Strategy Development

* Setting marketing objectives and goals
* Target audience identification
* Creating buyer personas
* Competitor analysis
* Developing a digital marketing plan

**Month 2: Content Marketing and Social Media Marketing**

Week 1-2: Content Marketing Strategy

* Importance of content marketing
* Content creation and curation
* Content distribution channels
* Blogging and storytelling

Week 3-4: Social Media Marketing

* Social media strategy development
* Platform-specific best practices (Facebook, Instagram, Twitter, LinkedIn)
* Social media advertising
* Influencer marketing

**Month 3: Search Engine Optimization (SEO) and Email Marketing**

Week 1-2: Search Engine Optimization (SEO)

* SEO fundamentals
* On-page and off-page optimization
* Keyword research and analysis
* SEO tools

Week 3-4: Email Marketing

* Building an email list
* Email marketing strategy
* Email campaign creation and optimization
* Automation and segmentation

**Month 4: Paid Advertising, Analytics, and Final Project**

Week 1-2: Paid Advertising (PPC)

* Introduction to PPC advertising
* Google Ads and Bing Ads
* Social media advertising platforms
* Display advertising and retargeting

Week 3-4: Analytics and Measurement

* Implementing and using Google Analytics
* Social media analytics tools
* Key performance indicators (KPIs)
* ROI measurement and reporting

Week 5-6: Final Project and Capstone

* Participants work on a comprehensive digital marketing project
* Project presentation and review
* Final exam or assessment