DIGITAL MARKETING

Nature of the Course: Theory + Practical
Total Hours per Day: 2 Hours
Course Duration: 1 Month

Course Summary

In many ways today's society is becoming increasingly technological; it seems almost natural when we think about how quickly technology changes nowadays especially given all its recent advancements in hardware and software.

The syllabus for this course will teach you how to use your skills in digital marketing. You will learn about the various topics that are necessary when starting, and get some advice on what is most important early on as well.

Completion Criteria

After fulfilling all of the following criteria, the student will be deemed to have finished the Module:

- Has attended 90% of all classes held.
- Has received an average grade of 80% on all assignments
- Has received an average of 60% in assessments.
- The tutor believes the student has grasped all of the concepts and is ready to go on to the next module.

Required Textbooks

- Dave Chaffey and Fiona E. Chadwick, "Digital Marketing: Strategy, Implementation and Practice", Pearson.
- Eric Enge, Stephan Spencer and Jessie C. Stricchiola "The Art of SEO", O'Reilly.

Prerequisites

- There is no prior educational level requirement for this course

Course Details

Week I

Introduction To Marketing And Digital Marketing

- Marketing
- Digital Marketing
- Traditional Marketing Vs. Digital Marketing
- Digital Marketing and Business Success
- Competitive Analysis
- Market Trends
- Case Studies

Design Thinking

- Online Presence and Goals
- Digital Transformation
- Idea Generation
- Turning Data into Insights
- Key Website Ingredients
- Do's and Don'ts of Website Creation
- Brand Awareness
- How to be Different and offer more than Competitors?

Week II

Search Engine Optimization

- Introduction to SEO
- Importance of SEO
- Working of Search Engines
- On-Page Optimization
- Off-Page Optimization
- Keywords
- Google Adwords
- SEO for Local Businesses

- Tools for SEO

Search Engine Marketing
- Introduction to Search Engine Marketing
- Campaign Management
- Google Adwords
- Keyword Targeting
- Site Targeting

Week III
Social Media Marketing
- Introduction to Social Media Marketing
- Platform Selection
- Copywriting

Display Advertisement
- Introduction to Display Advertisement
- Benefits of Display Advertisement
- Customer Retargeting
- Design of Display Banners
- Benefits of Image and Video for Businesses

Week IV
Email Marketing
- Importance of Email Marketing
- Email Marketing Platforms
- Create Opt-In Lists
- Creating Tracking Emails

International Market
- Introduction to International Marketing
- Market Validation
- Advertising Across Borders

Labs

Lab assignments will focus on the practice and mastery of contents covered in the lectures; and introduce critical and fundamental problem-solving techniques to the students.

Learning Outcomes

- Knowledge of essential philosophies and practices of marketing and digital marketing technologies.
- Knowledge of methodologies, tools and technologies involved in digital marketing.
- Sufficient background that will allow them to pursue their careers in the Digital Marketing field.