Digital Marketing Fundamentals

Course Curriculum and Learning Materials

Course Duration: 6 Weeks | Level: Beginner to Intermediate

# Learning Objectives

Upon completion of this course, students will be able to:

* Understand the fundamentals of digital marketing strategies
* Create and manage social media marketing campaigns
* Analyze website traffic using Google Analytics
* Develop content marketing strategies
* Implement basic SEO techniques
* Measure and optimize marketing ROI

# Course Outline

## Week 1: Introduction to Digital Marketing

Overview of digital marketing landscape, channels, and strategies. Students will learn about the evolution of marketing in the digital age.

## Week 2: Social Media Marketing

Deep dive into major social media platforms, content creation, and engagement strategies. Includes hands-on practice with Facebook, Instagram, and LinkedIn.

## Week 3: Content Marketing & SEO

Learn how to create compelling content that ranks well in search engines. Topics include keyword research, on-page SEO, and content planning.

# Assessment Plan

## Quiz: Digital Marketing Basics

Test your understanding of core concepts:

1. What is the difference between organic and paid search results?

2. Name three key metrics for measuring social media engagement.

3. Explain the concept of conversion rate optimization.

# Hands-on Activities

## Activity 1: Create a Marketing Campaign

Working in groups, students will:

1. Choose a product or service to market
2. Develop a target audience persona
3. Create a multi-channel marketing strategy
4. Present their campaign to the class

# Additional Resources

Recommended readings and tools:

* Google Analytics Academy (free courses)
* HubSpot Marketing Blog
* Moz Beginner's Guide to SEO
* Buffer Social Media Resources

# Instructor Notes

This section contains detailed teaching guidelines and tips for delivering each module effectively. Emphasize practical applications and real-world examples throughout the course.