DIGITAL MARKETING

COURSE OUTLINE

Module01: Introduction to Digital Marketing

Module02: Website and Content Marketing

Module03: Social Media Marketing

Module04: Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

Module05: Email Marketing and Automation

Module06: Analytics and Data-Driven Marketing

Module07: Advanced Digital Marketing Strategies

Module08: Professional Practice and Industry Insights

Module 01

Introduction to Digital Marketing

- Overview of Digital Marketing

- Digital Marketing Strategy

- Market Research and Analysis

Module 02

Website and Content Marketing

- Website Development and Optimization

- Content Marketing

- SEO (Search Engine Optimization)

Module 03

Social Media Marketing

- Social Media Platforms

- Content Creation for Social Media

- Social Media Advertising

Module 04

Search Engine Marketing (SEM) and Pay-Per-Click (PPC)

- Introduction to SEM

- Google Ads

- PPC Advertising

Module 05

Email Marketing and Automation

- Email Marketing Basics

- Email Marketing Tools

- Marketing Automation

Module 06

Analytics and Data-Driven Marketing

- Web Analytics

- Data-Driven Marketing

- KPIs and Metrics

Module 07

Advanced Digital Marketing Strategies

- Influencer Marketing

- Affiliate Marketing

- Viral Marketing

Module 08

Professional Practice and Industry Insights

- Digital Marketing Trends

- Career Opportunities in Digital Marketing

- Ethics and Privacy in Digital Marketing

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