

Digital Marketing COURSE OUTLINE

COURSE DESCRIPTION:

Digital marketing is a rapidly evolving field that encompasses a wide range of strategies and techniques to promote products, services, and brands through digital channels. This comprehensive course is designed to provide you with a solid foundation in digital marketing principles and equip you with the practical skills needed to plan, implement, and measure effective digital marketing campaigns.

COURSE PREREQUISITE (S):

None

TOPICAL UNIT OUTLINE

Module 1: Introduction to Digital Marketing

Understanding the basics of digital marketing
Evolution and importance of digital marketing
Differentiating digital marketing from traditional marketing
Exploring various digital marketing channels and platforms

Module 2: Website Development and Optimization

Fundamentals of website development
Website architecture and design principles
Optimizing websites for search engines (SEO)
User experience (UX) and conversion rate optimization (CRO)
Mobile optimization and responsive design

Module 3: Search Engine Marketing (SEM) and Pay-per-Click (PPC)

Introduction to search engine marketing
Google Ads and Bing Ads platforms
Keyword research and targeting
Ad creation and optimization
Performance tracking and analytics

Module 4: Social Media Marketing

Overview of social media marketing
Creating and managing social media profiles
Developing a social media content strategy
Advertising on social media platforms
Social media analytics and measurement

Module 5: Content Marketing

Understanding content marketing
Creating engaging and shareable content
Content distribution and promotion strategies
Content optimization for search engines
Analyzing content marketing effectiveness

Module 6: Email Marketing

Introduction to email marketing
Building an email list and segmentation
Creating effective email campaigns
Email automation and personalization
Tracking and analyzing email marketing metrics

Module 7: Influencer Marketing

Overview of influencer marketing
Identifying and connecting with influencers
Developing influencer partnerships and campaigns
Measurement and evaluation of influencer marketing efforts
Legal and ethical considerations in influencer marketing

Module 8: Online Advertising and Display Marketing

Introduction to online advertising
Display advertising networks and platforms
Banner ad creation and optimization
Remarketing and behavioral targeting
Performance tracking and campaign optimization

Module 9: Social Media Advertising

Advertising on popular social media platforms (Facebook, Instagram, Twitter, LinkedIn)
Targeting options and ad formats
Ad campaign creation and management
Budgeting and bidding strategies
Measuring and optimizing social media ad performance

Module 10: Analytics and Data-driven Marketing

Importance of data in digital marketing
Web analytics and tracking tools (Google Analytics)
Key performance indicators (KPIs) and metrics
Data analysis and interpretation
Using data for strategic decision-making

Module 11: Mobile Marketing

Overview of mobile marketing
Mobile advertising and app promotion
SMS marketing and mobile messaging
Location-based marketing
Mobile analytics and measurement

Module 12: E-commerce and Conversion Optimization

Introduction to e-commerce
Building and optimizing e-commerce websites
Shopping cart abandonment and recovery strategies
A/B testing and conversion rate optimization
Customer retention and loyalty programs

Module 13: Digital Marketing Strategy and Planning

Creating a digital marketing strategy
Setting goals and objectives
Target audience identification and segmentation
Budgeting and resource allocation
Monitoring and evaluating digital marketing campaigns

Module 14: Legal and Ethical Considerations in Digital Marketing

Privacy and data protection laws
Intellectual property rights
Ethical practices in digital marketing
Disclosures and transparency
Compliance with industry regulations

Module 15: Emerging Trends in Digital Marketing

Latest trends and innovations in digital marketing
Artificial intelligence and machine learning in marketing
Voice search and virtual assistants
Chatbots and conversational marketing
Future prospects and career opportunities in digital marketing