



# Digital Marketing

Course Outline

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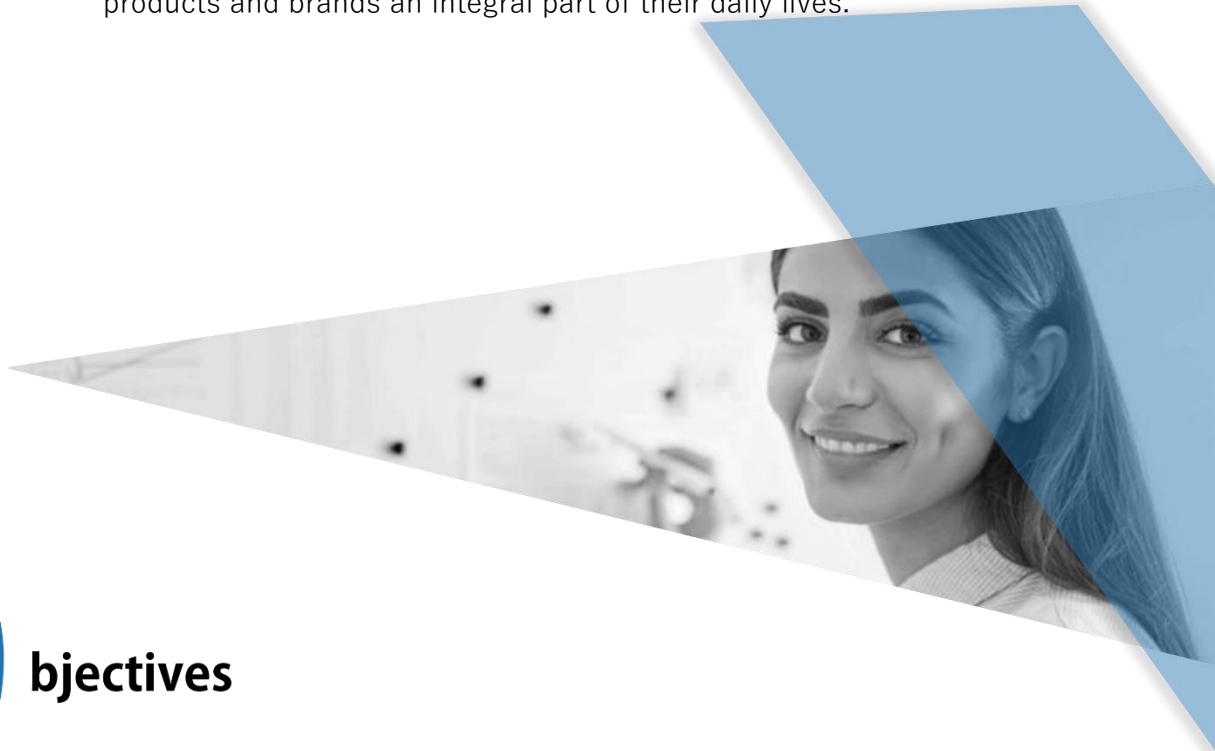
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## Overview

The course helps the students in learning how to promote Businesses, Services, Products, Individuals & Ideas online through several Social Media platforms and other online entities. It also helps in creating customer value and engagement in a fast-changing, increasingly digital and social marketplace. It assists students in mastering today's key marketing challenges and creating vibrant, interactive communities of consumers who make products and brands an integral part of their daily lives.



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## Objectives

- » Understanding everything related to promotions using Social Media platforms.
- » Building online marketing strategies based on locations, products, services and more.
- » Knowing the elements of the Search Engine Optimization technique.
- » Analyzing reports for online visitors coming from different websites and different social media networks.
- » Segmenting online audiences and choosing proper platforms for targeting them.
- » Registering domain names and developing websites.



## areer Opportunities

- » Social Media Officer
- » Community Manager
- » Advertising officer



## Course Delivery

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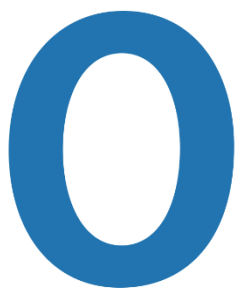
5 Sessions

4 Hours Each Session

Total of 20 Hours

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## Outline Table

Day	Topic	Methodology	N. of Hours
1	Marketing and Digital Marketing Concepts <ul style="list-style-type: none"><li>» Traditional vs Digital Marketing</li><li>» Consumer Oriented Marketing</li><li>» Competitor Research</li><li>» The Importance of Cross-Platform Synergy</li></ul>	The students will be presented with statistics underlining the key concepts, as well as videos and case studies which will contribute to a better grasping of information.	4 hours
2	Facebook <ul style="list-style-type: none"><li>» Insights and Analytics</li><li>» Algorithms</li><li>» Facebook Ads Manager</li><li>» Audience Targeting</li><li>» Budget Calculation</li><li>» Metrics and Ad Evaluation</li></ul>	The instructor will be projecting her computer screen and explaining the steps, as the trainees follow along and apply what has been explained.	4 hours
3	Instagram <ul style="list-style-type: none"><li>» Types of Accounts</li><li>» The Proper Use of Hashtags</li><li>» Algorithms</li><li>» Instagram Promotions</li><li>» Influencer Marketing</li></ul>	The instructor will project her cellphone screen on the board while the students follow along and try to apply on their own phones. The students will be familiarized with modern practices marketers use on instagram to gain followers	4 hours



		an convert them into customers.	
4	<p>Website</p> <ul style="list-style-type: none"> <li>» Puporse of a Website</li> <li>» The Website Creation Process</li> <li>» Typical Fees</li> <li>» Finding a Unique Domain Name</li> <li>» The Structure of a Website</li> <li>» The Website Development Team</li> <li>» UI vs UX and Their Impact on the Customer</li> </ul>	The students will gain knowledge about websites through schemes and statistics, as well as a live application on Wix or WordPress.	4 hours
5	<p>SEO</p> <ul style="list-style-type: none"> <li>» What is SEO</li> <li>» Before Applying SEO</li> <li>» Ranking Factors</li> <li>» Competitors' Results</li> <li>» Keyword research</li> <li>» Backlinks</li> </ul> <p>Course Wrap Up and Q&amp;A</p>	The students will be presented with case studies that they should solve in group activities and present their results in front of the class.	4 hours
<b>Total N. of Hours</b>			<b>20 Hrs</b>