



# SYLLABUS

## Course Title: Mastering Digital Marketing Strategy- A Crash Course For Beginners

### Course Description:

The course covers topics such as search engine optimization, social media marketing, content marketing, and search engine marketing.

It provides participants with an understanding of the different digital marketing channels, tools and techniques for developing and executing successful campaigns. Participants will gain insights into the challenges and opportunities of optimally leveraging the digital marketing strategy to maximize ROI.

### Course Objectives:

By the end of this course, participants will be able to:

1. Understand the foundational concepts and principles of digital marketing.
2. Differentiate between various digital marketing channels and determine their relevance for specific business goals.
3. Develop and implement effective digital marketing strategies tailored to specific target audiences.
4. Utilize tools and platforms essential for executing successful digital marketing campaigns.
5. Analyze and measure the effectiveness of digital marketing campaigns, making data-driven decisions to optimize ROI.
6. Identify challenges in the digital marketing landscape and devise solutions to overcome them.

### Key Topics:

#### **Module 1: Introduction to Digital Marketing**

- Evolution of Digital Marketing
- Importance of Digital Marketing in Today's Business Landscape
- Overview of Digital Marketing Channels

#### **Module 2: Search Engine Optimization (SEO)**

- Basics of SEO: On-page and Off-page
- Keyword Research and Optimization
- Link Building Strategies
- SEO Tools and Analytics

#### **Module 3: Social Media Marketing**

- Understanding Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn, etc.
- Crafting Engaging Social Media Content



- Social Media Advertising and Promotions
- Monitoring and Analyzing Social Media Performance

#### **Module 4: Content Marketing**

- The Power of Storytelling
- Content Creation: Blogs, Videos, Infographics, etc.
- Content Distribution and Promotion
- Measuring Content Marketing Success

#### **Module 5: Search Engine Marketing (SEM)**

- Introduction to SEM and Pay-Per-Click (PPC) Advertising
- Crafting Effective Ad Campaigns
- Budgeting and Bidding Strategies
- Analyzing and Optimizing SEM Campaigns

#### **Module 6: Tools, Analytics, and ROI**

- Introduction to Digital Marketing Tools: Google Analytics, HubSpot, etc.
- Measuring Campaign Performance and KPIs
- Calculating and Optimizing ROI
- A/B Testing and Continuous Improvement

#### Course Materials:

Course Slides

Webinar

#### Proposed Assessment:

1. Quizzes (40% of final grade)
  - Objective: Test participants' understanding of each module's content.
  - Format: Based on the week's material, Multiple-choice, true/false, and short-answer questions.
2. Group Project (30% of final grade)
  - Objective: Allow participants to develop a comprehensive digital marketing strategy for a hypothetical business collaboratively.
  - Format: Groups will present their strategies, detailing their choice of channels, tools, and techniques and justifying their decisions.
3. Final Examination (30% of final grade)
  - Objective: Assess participants' overall understanding of the course material.
  - Format: A combination of multiple-choice, short answer, and essay questions covering all modules.