



TEACHING NOTE for an in-person or hybrid class

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

Teaching Objectives:

1. **Foundational Knowledge:** Equip participants with a comprehensive understanding of the core concepts and components of digital marketing, including search engine optimization, social media marketing, content marketing, and search engine marketing.
2. **Practical Application:** Enable participants to design, develop, and execute digital marketing campaigns tailored to specific business goals and target audiences.
3. **Analytical Skills:** Foster the ability to analyze and evaluate the effectiveness of digital marketing campaigns, using various tools and metrics to measure ROI.
4. **Strategic Thinking:** Encourage participants to think holistically about digital marketing, understanding how different channels and strategies can be integrated for optimal results.
5. **Adaptability:** Instill a mindset of continuous learning and adaptability, given the rapidly evolving nature of the digital marketing landscape.

Teaching Strategy:

1. **Interactive Lectures:** Use multimedia presentations, incorporating videos, infographics, and animations to explain digital marketing concepts. Real-world examples and case studies should be integrated to illustrate key points.
2. **Guest Speakers:** Invite digital marketing professionals and industry experts to share their experiences, insights, and best practices. This can provide participants with a practical perspective on the topics covered.
3. **Hands-on Workshops:** Organize practical sessions where participants can experiment with digital marketing tools, platforms, and techniques. For instance, a workshop on Google Ads can allow participants to create mock campaigns.
4. **Group Projects:** Assign participants to small groups and task them with developing a digital marketing strategy for a hypothetical business. This encourages collaboration and the practical application of course concepts.
5. **Discussion Forums:** Create online forums or chat groups where participants can discuss course content, share their own experiences, and ask questions. This fosters peer learning and community building.
6. **Case Study Analysis:** Regularly present participants with real-world digital marketing challenges faced by businesses. Encourage them to analyze the situation, identify opportunities, and propose solutions.
7. **Continuous Feedback:** Incorporate regular feedback sessions where participants can share their thoughts on the course content and delivery. This allows for real-time adjustments and ensures the course remains relevant and engaging.



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.