

Certificate Programme in Digital Marketing Fundamentals

Title of the Paper: Digital Marketing Fundamentals

Course Code: DMF002
30

Contact Hours:

Syllabus

Course Overview: This course provides an introduction to digital marketing concepts, strategies, and tools essential for modern businesses. It covers various aspects of digital marketing, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and analytics.

Outcome: Upon completion of this course, students will gain a solid understanding of digital marketing fundamentals and be equipped with the knowledge and skills to develop and implement digital marketing strategies for businesses effectively. They will also be prepared for further advanced studies or careers in the field of digital marketing.

Learning Objectives: This course aims to provide students with a solid foundation in digital marketing principles and practices. By the end of the course, students will be able to understand the key concepts and strategies involved in digital marketing, including search engine optimization (SEO), social media marketing, email marketing, and content marketing. They will learn how to create and implement effective digital marketing campaigns, analyze campaign performance using relevant metrics and tools, and adapt strategies to meet business objectives in the digital landscape.

Course Content:

Unit 1. Introduction to Digital Marketing (2 hours)

- Definition and importance of digital marketing
- Evolution of digital marketing
- Key digital marketing channels and platforms

Unit 2. Search Engine Optimization (SEO) Basics (4 hours)

- Understanding search engines and algorithms
- On-page and off-page SEO techniques
- Keyword research and optimization
- SEO tools and analytics

Unit 3. Social Media Marketing Strategies (8 hours)

- Overview of major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Creating a social media strategy
- Content creation and curation for social media
- Advertising on social media platforms
- Social media analytics and measurement

Unit 4. Email Marketing Fundamentals (6 hours)

- Introduction to email marketing and its importance
- Building an email list and segmentation
- Designing effective email campaigns
- Email automation and personalization
- Email marketing metrics and analysis

Unit 5. Content Marketing Essentials (4 hours)

- Understanding content marketing and its role in digital marketing
- Content creation strategies (blog posts, videos, infographics, etc.)
- Content distribution and promotion
- Content marketing metrics and ROI measurement

Unit 6. Introduction to Google Analytics (6 hours)

- Overview of Google Analytics and its features
- Setting up Google Analytics account and tracking code
- Navigating Google Analytics interface
- Analyzing website traffic and user behavior
- Using Google Analytics for campaign tracking and optimization

References:

Chaffey, D. & Chadwick, F. E. (n.d.). Digital Marketing: Strategy, Implementation and Practice
Clarke, A. (n.d.). SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies
Ghosh, A. (n.d.). Digital Marketing: An Integrated Approach
Phillips, G. & Singh, S. (n.d.). Digital Marketing: Strategies for Online Success