

# Syllabus For Digital Marketing Course

<b>Course Name</b>	Digital Marketing Mastermind
<b>Aims of the Course</b>	<p>The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content; how to optimize a Website and SEO optimization; how to create Google AdWords campaigns; social media planning; to get basic knowledge of Google Analytics for measuring effects of digital marketing and getting insight of future trends that will affect the future development of the digital marketing. The application of the gained knowledge, skills and competences will help future managers in forming digital marketing plans in order to manage a digital marketing performance efficiently.</p>
<b>Learning Outcomes</b>	<p>Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, starting from the SWOT analysis and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.</p>
<b>Theoretical lectures</b>	<p>Introduction of Digital Marketing; Creating initial Digital Marketing Plan; SWOT Analysis; Target Group Analysis; Content management; Optimization of Web Sites; MS Expression; SEO Optimization; CRM platform; Google Analytics; Social Media Marketing; Budgeting.</p>
<b>Practical course work</b>	<p>Define a Target Group; Creating Web Sites; Writing the SEO content; SEO Optimizacija; Google AdWords; CRM Platform; Social Media Marketing Plan; Making a Facebook page; Budgeting; Final presentation.</p>
<b>Planned learning activity methods</b>	<p>Lectures, analysis of business practice examples, discussions, presentations of students' papers and case studies, exercises - students' individual and group work</p>

# **BASIC**

- **SEO**
- **Content Marketing**
- **Social media advertising**
- **Social media management**
- **Pay-per-click advertising**
- **Email marketing**

## **SEO**

- Introduction to SEO
- How Search Engines Work
- Keyword Research
- On-Page Optimization
- Website Management and Optimization
- Off-Page SEO
- Planning A New Website
- Market Your Optimized Website
- Analytics and Measurement
- What's Next-Learning Path

## **Content Marketing**

- Types of content
- Capitalize on trending topics
- Content bucketing
- Social media content calendar

## **Social Media Advertising**

- Introduction to Social Media
- YouTube Advertising
- Facebook Advertising
- Twitter Advertising
- Pinterest Marketing
- Marketing through LinkedIn

## Social Media Management

- Creating a Social Media Strategy
- Understanding Paid Earned and Owned Social Media
- Social Sharing
- Blogging for Business
- Finding and Communicating with Influencers
- Video and YouTube
- Social Networking and Facebook
- Instagram
- Microblogging and Twitter
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics

## Pay-per-click Advertising

- Course Introduction
- Psychology of Search
- Buying Funnel
- Understanding Keyword Organization
- Keyword Match Types
- Negative Keywords and Managing Search Terms
- Keyword Research
- Creating Compelling Ads
- Advanced Ad Features
- Ad Testing
- Ad Extensions
- Campaign Types Budget and Reach
- Location and Language Targeting
- Introduction to Audience Types
- How to Segment Data and Create Lists
- Using the Audience Lists to Reach Customers
- Introduction to the Display Network
- Display Targeting Options
- Display Ad Formats
- Setting And Measuring Goals
- Bidding and Attribution
- Reporting and Testing
- Ad group organization
- Campaign Organization
- Working with Multiple Accounts
- Introduction to Quality Score
- Working with Quality Score
- Quality Score Diagnosis and Pivot Tables
- Setting Up Your PPC Strategy

- Creating Your Account
- Managing Your Account
- Shopping and Video Campaigns
- Automation and Other Tools

## Email Marketing

- Types of emails
- Create an appealing email; essentially to drive conversion or an action from a consumer
- Building the right subscriber list
- Building a database by segmenting based on demographics, mode of acquisition, target group, etc.
- Email marketing tools and software to help you design attractive emails
- Automate emails
- Extract information from email campaign analytics.

<https://digitalpraina.com/digital-marketing-syllabus/>

<http://www.eknfak.ni.ac.rs/summerschool/files/syllabus.pdf>

<https://iide.co/blog/digital-marketing-course-syllabus/>

## MODULES

### Week 1

1. What is Domain
2. What is SEO?
3. Types of SEO
4. Types of SEO Techniques
5. Introduction to SERP
6. How Search Engines Work
7. What are keywords
8. Type of Keywords
9. Cold
10. Warm
11. Hot
12. Short Tail, Mid Tail, Long Tail,

## **Week 2**

1. Keywords Research
2. Keyword Planner
3. Soovle
4. Keywords Everywhere
5. Google Trends
6. Ubersuggest
7. Other Keyword Research Tools
8. Picking the Right Keywords

## **Week 3**

1. Title Tag
2. Meta Descriptions & Meta Keywords
3. Heading Tags
4. URL Optimisation
5. Internal Linking
6. External Linking
7. Inbound Linking
8. Outbound linking
9. Image Optimisation

## **Week 4**

1. Responsiveness
2. Robots.txt
- 3.404 Page Optimisation
- 4.301/302 Redirects

5. Find out different ways to optimize a 404 page

### **On Page**

1. Canonical Tag
2. Broken Links
3. No Follow/Do Follow
4. Social Sharing
5. Breadcrumb Navigation
6. W3c Validation
7. Sitelinks
8. XML HTML Sitemap
9. Schema Markup
10. Page Speed
11. Anchor Text

### **Week 5**

Local search

1. Understanding local search
2. Understanding Google my business
3. Setting up and optimising Google+ local
4. Managing your citations
5. Getting more review for your business

### **Week 6**

Off Page Optimisation

1. What is Off Page Optimisation
2. Directory Submission
3. Social Bookmarking

4. Classified Submission.

### **Week 7**

1. Search Engine Submission
2. Article Submission
3. Infographic Subm

### **Week 8**

1. PPT Sharing
2. PDF Sharing

### **Week 9**

Create a Blogger blog

1. Blogger settings
2. Writing a post
3. Getting ready to publish
4. Blog Commenting
5. Quora

### **Week 10**

#### **All the Goodies in Google Webmaster Tools:**

1. Get Started With Search Console - How to Verify Your Website
2. Explore All the Available Tools In Search Console

#### **Google Analytics:**

1. Understanding the basics
2. Why Google analytics
3. How Google Analytics works

4. How to setup analytics account
5. Understanding full reports
6. Dashboard and shortcuts
7. Basic campaign and conversion tracking

## **Week 11**

1. Social Media Marketing
2. Facebook Marketing
3. Facebook Ads for Beginners
4. Instagram Marketing
5. Instagram Ads for Beginners
6. Twitter Marketing
7. Twitter Ads for Beginners
8. LinkedIn Marketing
9. LinkedIn Ads for Beginners

## **Week 12**

1. Google Adwords Setting up a PPC
2. campaign
3. Google Adwords
4. Display Ads
5. Remarketing Ads
6. Mobile Ads
7. Shopping Ads
8. Video Ads



# Top Digital Marketing Certifications

1. Google Digital Marketing Certification
2. Facebook Blueprint Certifications
3. Google Ads Marketing Certification
4. YouTube Certification
5. Google Analytics Certification
  
6. Reliablysoft Digital Marketing Certification
7. Harvard Digital Marketing Strategy Program
8. Duke Digital Media and Marketing Certificate
9. DMI Digital Marketing Pro Certificate
10. SimpliLearn Digital Marketing Specialist Certificate
11. Coursera Digital Marketing Specialization
12. OMCP Digital Marketing Certification
13. LinkedIn Digital Marketing Certificate
14. PCM Digital Marketing Certification