

Digital & Integrated Marketing Course Syllabus Outline

Develop Skills to Craft Powerful Online &
Offline Marketing Strategies





Course Description:

This course provides a comprehensive introduction to the exciting world of integrated marketing, encompassing both digital and offline channels. We'll explore essential concepts, the latest trends, and various marketing channels to equip you with the skills to thrive in today's dynamic marketing landscape. Through a blend of lectures, discussions, case studies, and hands-on activities, you'll gain the knowledge and practical experience to create and implement effective integrated marketing strategies that leverage both online and offline channels to achieve marketing goals.



Course Objectives:

- Understand the fundamental principles of digital marketing and its role in the modern business world.
- Identify the different digital marketing channels and their functionalities.
- Develop proficiency in Search Engine Optimization (SEO) and Search Engine Marketing (SEM).
- Master the art of Social Media Marketing (SMM) and content creation for various platforms.
- Gain expertise in Web Analytics and data interpretation for campaign measurement and optimization.



Course Schedule

Explore Cutting-Edge Digital Marketing Strategies &
Integrate Offline Tactics for Success





Module 1: Introduction to Digital Marketing (Week 1)

- What is digital marketing?
- Importance of digital marketing in today's world.
- Traditional vs. Digital Marketing.
- Key digital marketing concepts and terminology
- Google page review
- Brandmarking and Search Analytics
- The digital marketing landscape and current trends.
- Google for Business
- Digital Footprint Business
- Setting SMART goals for your digital marketing strategy
- Discuss how offline marketing channels can complement and support digital marketing efforts (e.g., using print ads to drive traffic to a website).



Module 2: Website Planning and Creation (Week 2)

- Understanding website fundamentals and user experience (UX) design.
- Building a website using platforms like WordPress or Wix (Optional).
- Content Management Systems (CMS) and their importance.
- Google Metrics review



Module 3: Search Engine Optimization (SEO) (Weeks 3-4)

- How search engines work and SEO fundamentals.
- On-page SEO techniques for website optimization.
- Keyword research and targeting strategies.
- Keyword analytics
- Link building strategies and backlink acquisition.
- Technical SEO considerations



Module 4: Search Engine Marketing (SEM) (Week 5)

- Introduction to Pay-Per-Click (PPC) advertising.
- Understanding Google Ads platform and campaign creation.
- Targeting options, bidding strategies, and budget allocation.
- Creating compelling ad copy and landing pages.
- Conversion tracking and campaign performance measurement.



Module 5: Social Media Marketing (SMM) (Weeks 6-7)

- The power of social media marketing in brand building and engagement.
- Key social media platforms like Facebook, Instagram, Twitter, and LinkedIn – their functionalities and target audiences.
- Developing a social media content strategy and creating engaging content.
- Social media advertising options and campaign management.
- Social media listening and reputation management.



Module 6: Content Marketing & Strategy (Weeks 8-9)

- The importance of content marketing in digital marketing strategy.
- Content creation best practices for different platforms (blogs, social media, etc.).
- Content marketing channels: organic search, social media promotion, email marketing.
- Developing a content calendar and editorial workflow.
- Content measurement and analytics.



Module 7: Web Analytics & Data Analysis (Week 11)

- Introduction to web analytics tools like Google Analytics.
- Understanding key metrics like website traffic, user behavior, and conversions.
- Data analysis and reporting for informed decision-making.
- A/B testing and website optimization strategies.



Module 8: Advanced Digital Marketing Topics (Weeks 11-12) (Choose a selection based on your focus)

- Email Marketing strategies and campaign management.
- Mobile Marketing and strategies for reaching a mobile audience.
- E-commerce Marketing and online sales funnels.
- Video Marketing for brand storytelling and engagement.
- Marketing Automation tools and workflows.
- Influencer Marketing and collaborating with brand advocates.
- Voice Search Optimization and the future of digital marketing.



Assessment:

- Online quizzes and assignments (after each module)
- Midterm exam (covering Modules 1-6)
- Final project (developing a digital marketing strategy for a chosen brand/product)
- Class participation and online discussions



Resources:

- Course textbook (to be announced)
- Online articles, case studies, and industry reports.
- CERTIFICATION