

## Fundamentals of Digital Marketing Syllabus

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After completing this course, participants will have learned to:

- Ensure that your business comes up on Google Search whenever anyone searches for something you offer
- Use Instagram to showcase your business and reach more customers
- Use YouTube to show your advertisements before or during a video
- Use Facebook to develop a relationship with your customer and advertise on the homepage

	Modules	Takeaways	Key Exercises
Modules 1	The basics of Advertising	<ul style="list-style-type: none"> <li>• What is marketing</li> <li>• Why do we advertise</li> <li>• The types of advertisement</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>
Modules 2	Financial Management and Investment Plan	<ul style="list-style-type: none"> <li>• Understand Digital Space</li> <li>• The importance of Digital Marketing</li> <li>• The tools available to Digital advertisers</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>
Modules 3	Search Engine Marketing	<ul style="list-style-type: none"> <li>• Understand SEM and its importance</li> <li>• How to rank high on Google Search</li> <li>• The tools to take advantage of Search engine</li> <li>• The Google auction system</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> <li>• Workshop</li> </ul>
Module 4	Google Display Advertising	<ul style="list-style-type: none"> <li>• Find out how to make your company more visible.</li> <li>• The different types of display ads</li> <li>• Digital ad design formats</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> <li>• Solving real-life problems</li> </ul>
Module 5	YouTube Advertising	<ul style="list-style-type: none"> <li>• Make your ad visible in front of YouTube videos</li> <li>• Type of video ads</li> <li>• Objective specific ads</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>
Module 6	Social Media Marketing	<ul style="list-style-type: none"> <li>• Which social media platform is appropriate for your brand.</li> <li>• Ways to manage social media accounts</li> <li>• Type of social media ads</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>
Module 7	Practical Implementation	<ul style="list-style-type: none"> <li>• Learn how to advertise on Google and social media from start to scratch</li> </ul>	<ul style="list-style-type: none"> <li>• Class discussion</li> </ul>