

DIGITAL MARKETING

Professional Course Outline

Recommended Duration: 8–12 Weeks **Level:** Beginner to Intermediate

Course Description

This course provides practical training in digital marketing, covering online branding, content creation, social media, search engine optimization, paid advertising, email marketing, analytics, AI tools, and client acquisition. Learners complete practical assignments and a final marketing project.

Learning Outcomes

- Understand the principles and major channels of digital marketing.
- Develop a digital marketing strategy for a brand or business.
- Create engaging content for major social media platforms.
- Apply basic SEO and keyword research techniques.
- Plan and understand Meta and Google advertising campaigns.
- Use analytics to measure reach, engagement, traffic and conversions.
- Use AI tools responsibly to improve research, content and marketing workflows.
- Build a portfolio and understand how to find digital marketing clients or jobs.

COURSE MODULES

Module 1: Introduction to Digital Marketing

- Meaning and evolution of digital marketing
- Traditional vs. digital marketing
- Digital marketing channels
- Customer journey and marketing funnel
- Target audience and buyer personas
- Digital marketing ethics and professionalism

Practical: Create a buyer persona for a selected business.

Module 2: Digital Branding & Strategy

- Brand identity and positioning
- Unique selling proposition (USP)
- Competitor research
- Setting SMART marketing goals
- Marketing strategy and campaign planning
- Creating a basic digital marketing plan

Practical: Develop a one-page digital marketing strategy.

Module 3: Social Media Marketing

- Facebook and Instagram marketing
- TikTok and YouTube fundamentals
- LinkedIn marketing
- Choosing platforms for a target audience
- Organic growth strategies
- Community management and engagement
- Social media content calendars

Practical: Create a 7-day social media content calendar.

Module 4: Content Marketing

- Content marketing principles
- Content pillars
- Copywriting fundamentals
- Captions, hooks and calls-to-action
- Short-form video content
- Storytelling for brands
- Repurposing content

Practical: Produce a mini content campaign with captions and video ideas.

Module 5: Search Engine Optimization (SEO)

- How search engines work
- Keyword research
- On-page SEO
- Off-page SEO basics
- Local SEO
- SEO-friendly content
- Introduction to Search Console and SEO tools

Practical: Perform keyword research and optimize a sample webpage/article.

Module 6: Paid Advertising

- Introduction to paid media
- Meta Ads fundamentals
- Campaign objectives and audiences
- Ad creative and copy
- Budgeting and basic bidding concepts
- Google Ads fundamentals
- Retargeting concepts
- Ad performance metrics

Practical: Design a mock paid advertising campaign.

Module 7: Email Marketing

- Email marketing fundamentals
- Building an email list
- Lead magnets
- Email campaign structure
- Newsletters and promotional emails
- Segmentation and personalization
- Open rate, click-through rate and conversion concepts

Practical: Create a 3-email welcome sequence.

Module 8: Analytics & Performance Measurement

- Key performance indicators (KPIs)
- Reach, impressions and engagement
- Traffic and conversion metrics
- UTM concepts
- Google Analytics fundamentals
- Social media insights
- Reporting and campaign optimization

Practical: Prepare a simple monthly marketing performance report.

Module 9: Affiliate & Influencer Marketing

- Affiliate marketing fundamentals
- How affiliate commissions work
- Choosing suitable products
- Influencer marketing basics
- Creator partnerships
- Disclosure and ethical promotion

Practical: Create an affiliate/influencer campaign proposal.

Module 10: AI for Digital Marketing

- AI-assisted research
- Generating and improving content ideas
- AI for copywriting and brainstorming
- Content repurposing
- Prompting fundamentals
- Fact-checking and human review
- Responsible and ethical use of AI

Practical: Build an AI-assisted content workflow.

Module 11: Freelancing, Jobs & Client Acquisition

- Digital marketing career paths
- Creating a portfolio
- CV and LinkedIn positioning
- Freelance marketplaces
- Finding clients directly
- Writing proposals and pitches
- Client communication and reporting
- Pricing and basic contracts

Practical: Create a portfolio outline and client proposal.

Module 12: Final Capstone Project

- Choose a real or fictional business
- Research the target audience
- Create brand and campaign objectives
- Build a content calendar
- Develop SEO/content ideas
- Design a paid advertising concept

- Define KPIs and reporting plan
- Present the completed strategy

Final Assessment: Submit and present a complete digital marketing campaign.

ASSESSMENT & CERTIFICATION FRAMEWORK

Assessment	Suggested Weight
Quizzes / knowledge checks	15%
Practical assignments	30%
Campaign / portfolio project	25%
Final capstone project	30%
Total	100%

Recommended Tools for Practice

- Canva
- Meta Business Suite / Ads Manager
- Google Analytics
- Google Search Console
- Google Trends
- Keyword research tools
- Email marketing platforms
- CapCut or another video editor
- AI writing/research assistants

Suggested Certificate Title: Certificate in Digital Marketing

A learner who completes the required coursework, practical assignments and final assessment may be issued a certificate according to the policies of the training provider.

Course Completion Checklist

- Complete all modules
- Submit practical assignments
- Complete the final campaign project
- Complete the final assessment
- Build a basic digital marketing portfolio