# PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

**Course Overview**

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# 1. Course Overview

| Headings | Details |
|---|---|
| Course Code | PDDM |
| Product Title (Internal) | Professional Diploma in Digital Marketing |
| Course Title (External) | (SCTP) Professional Diploma in Digital Marketing (E-Learning) |
| Learning Mode | Full-time/ Part-time |
| Delivery Mode | Synchronous & Asynchronous E-learning |
| Target Persona | • Individuals who have the objective of obtaining digital marketing skills to secure employment within the digital marketing field. |
| Entry-Prerequisites | • Academic:  Minimum one credit in N Level or its equivalent<br>• English Proficiency – Minimum IELTS 5.5 or its equivalent<br>• Age – Minimum 21 years<br>• Work Experience – Not Mandatory |
| SSG Course Reference No | TGS-2022015566 |
| Course Validity Date | 31 Jan 2025 |
| Course Developer | Lithan Academy |
| Relevant Job roles after completion of the course | • Digital Marketing consultant,<br>• Digital Marketing Manager,<br>• E-commerce Manager |

## 2. Course Brief

The Professional Diploma in Digital Marketing course is registered with SSG as SCTP Program. The Skills Future Career Transition Programme (SCTP) supports mid-career individuals in acquiring industry relevant skills to improve employability and pivot to new sectors or job roles.

The Professional Diploma in Digital Marketing offers learners promising job prospects, a range of job roles, and abundant opportunities in the dynamic field of digital marketing. Upon completing this comprehensive course, learners can explore career paths as digital marketing specialists, social media managers, SEO analysts, content marketers, or digital marketing strategists. They will be equipped with the skills and knowledge to drive successful digital marketing campaigns, optimize online presence, leverage social media platforms, create engaging content, analyze marketing data, and implement effective strategies for business growth in the digital landscape.

The course comprises six modules that cover essential aspects of digital marketing. In the Digital Marketing Fundamentals module, learners will develop a strong foundation by mastering the principles of creating online strategies, leveraging Google Ads for advertising, utilizing social media marketing with Facebook Ads, optimizing websites for search engines through SEO techniques, and harnessing the power of email marketing.

The Digital Marketing Analytics module focuses on measuring and analyzing the effectiveness of digital marketing efforts. Learners will explore customer lifecycle and automation, gain insights into Google Analytics and its lifecycle reports, conduct in-depth explorations using Google Analytics, and learn conversion rate optimization techniques to improve campaign performance and user experience.

Social Media Marketing tools & techniques module dives into the world of social media marketing, including social media listening and influencer marketing, LinkedIn marketing strategies, effective marketing on Twitter, leveraging other social media channels such as YouTube, Pinterest, and Snapchat, and measuring and optimizing ROI in social media marketing.

The Marketing Content Development module equips learners with the skills to create compelling and impactful marketing content. They will explore the fundamentals of content marketing, develop engaging email content and sequences, acquire website designing skills using WordPress, and delve into video production techniques to effectively communicate brand messages.

The SEO & SEM module focuses on enhancing online visibility and driving targeted traffic through search engine optimization (SEO) and search engine marketing (SEM) techniques. Learners will learn about keywords for SEO, on-page and off-page optimization strategies, advanced Google Ads techniques, remarketing strategies, and campaign management and optimization.

Lastly, the Capstone Project Digital Marketing Implementation module allows learners to apply their acquired knowledge and skills in a practical setting. They will review and enhance digital marketing plans, optimize search ads, Facebook campaigns, content marketing initiatives, and email marketing campaigns. Learners will also improve SEO activities and analyze website data to optimize website performance and drive desired outcomes.

The Professional Diploma in Digital Marketing provides learners with a holistic understanding of key digital marketing concepts and practical skills to excel in the industry. Upon completion, learners will possess the expertise to develop and implement effective digital marketing strategies, measure campaign performance, leverage social media platforms, create compelling content, optimize websites for search engines, and drive business growth in the digital era.

## 3. Course KSA Summary

**Knowledge Statements:**
- Identify and analyze key principles and strategies for creating successful online marketing campaigns.
- Demonstrate proficiency in utilizing Google Ads for advertising and leveraging Facebook Ads for social media marketing.
- Explain the process of optimizing websites for search engines through effective SEO techniques.
- Apply Google Analytics to measure and analyze the effectiveness of digital marketing efforts.
- Recognize various social media channels and understand their significance in marketing, including LinkedIn, Twitter, YouTube, Pinterest, and Snapchat.

**Skills Statements:**
- Develop engaging and impactful marketing content, including email sequences, website design using WordPress, and video production techniques.
- Implement search engine optimization (SEO) and search engine marketing (SEM) strategies to enhance online visibility and drive targeted traffic.
- Utilize social media marketing tools and techniques, such as social media listening, influencer marketing, and ROI optimization.
- Analyze marketing data to evaluate campaign performance and user experience and apply conversion rate optimization techniques.
- Review, optimize, and implement digital marketing plans, including search ads, Facebook campaigns, content marketing initiatives, and email marketing campaigns.

**Ability Statement:**

Develop and implement effective digital marketing strategies, measure campaign performance, optimize online presence, and drive business growth in the digital landscape.

## 4. Course Summary

### 4.1 Module-Session Details

| Sl No | Module Names | Module Code | Learning Activity | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | E-Learning (Async) | Flipped Class (Sync) | Mentoring Support (Sync) | Mentoring Support (Async) | Assessment (Sync) | Total Hours |
| 1 | Digital Marketing Fundamentals (Bundled) (SF) | SCTP-DM01 | 12 | 12 | 30 | 26 | 0.5 | 80.5 |
| 2 | Marketing content development (Bundled) (SF) | SCTP-DM04 | 12 | 12 | 30 | 26 | 0.5 | 80.5 |
| 3 | Digital Marketing Analytics (Bundled) (SF) | SCTP-DM02 | 12 | 12 | 30 | 26 | 0.5 | 80.5 |
| 4 | Social Media Marketing Tools and Techniques (Bundled) (SF) | SCTP-DM03 | 12 | 12 | 30 | 26 | 0.5 | 80.5 |
| 5 | SEO & SEM (Bundled) (SF) | SCTP-DM05 | 12 | 12 | 30 | 26 | 0.5 | 80.5 |
| 6 | Capstone Project Digital Marketing Implementation (Bundled) (SF) | SCTP-DM06 | - | - | 36 | 44 | 0.5 | 80.5 |
| | **TOTAL** | | **60** | **60** | **186** | **174** | **3** | **483** |

### 4.2 Learning Mode & Duration

| Learning Mode | Course Duration | Guided Learning Hours | Hours/Week | days/Week | Hours/Day |
|---|---|---|---|---|---|
| Full-time | 3 months | 480 hours | 40 hours/week | 5 days/week | 8 hours/day |
| Part-time | 6 months | 360 hours | 12 hours/week | 4 days/week | 3 hours/day |

# 5. Module Details – Digital Marketing Fundamentals

## 5.1 Module Brief

The Digital Marketing Fundamentals module equips learners with a comprehensive understanding of various aspects of digital marketing. Through a series of learning units, learners will develop the knowledge and skills necessary to thrive in the digital marketing landscape. They will explore the process of creating effective online strategies, master the fundamentals of Google Ads, delve into social media marketing using Facebook Ads, learn the intricacies of search engine optimization (SEO), and harness the power of email marketing.

By completing the "Digital Marketing Fundamentals" module, learners will gain essential knowledge and skills to excel in the field. They will develop the ability to create impactful online strategies that align with organizational goals and target audience preferences. They will be equipped to leverage Google Ads effectively, optimizing campaigns to drive website traffic, increase brand visibility, and achieve marketing objectives. Furthermore, learners will understand the nuances of social media marketing using Facebook Ads, enabling them to engage with target audiences, enhance brand awareness, and generate leads. The module also covers SEO, empowering learners to optimize website content and structure to improve search engine rankings and increase organic visibility. Finally, learners will acquire the expertise to implement successful email marketing campaigns, nurturing leads, and driving conversions.

Through a series of hands-on projects, learners will apply their newfound knowledge and skills in real-world scenarios. They will implement diverse digital marketing projects encompassing online strategies, Google Ads, Facebook Ads, SEO, and email marketing. By actively engaging in these projects, learners will develop practical experience and hone their abilities to create, execute, and optimize digital marketing initiatives effectively.

The "Digital Marketing Fundamentals" module provides a comprehensive foundation in the dynamic field of digital marketing, empowering learners to navigate the ever-evolving digital landscape with confidence. By acquiring a diverse skill set and practical experience, learners will be well-prepared to pursue exciting career opportunities and make a significant impact in the digital marketing industry.

**Instructional Units:**
1. Creating Online Strategies
2. Google Ads Foundation
3. Social Media Marketing with Facebook Ads
4. Search Engine Optimization (SEO)
5. **Email Marketing**

**Module Project:**

**Project Objective:** Implement diverse digital marketing projects encompassing online strategies, Google Ads, Facebook Ads, SEO, and email marketing.

**Project Tasks:**

1. Task 1: Develop an online marketing strategy for a new product launch.
2. Task 2: Create and manage Google Ads campaigns to increase website traffic.
3. Task 3: Design and execute a social media marketing campaign using Facebook Ads.
4. Task 4: Optimize website content and structure to improve search engine rankings.
5. Task 5: Implement an email marketing campaign to nurture leads and drive conversions

## 5.2 Module Session Plan

| Session No# | Session Type | Day no# | Duration Hrs |
|---|---|---|---|
| 1 | E-Learning on IU 1 & IU 2 | 1 | 3 |
| 2 | Flipped Class on IU 1 & IU 2 | 1 | 3 |
| 3 | Mentoring Support - Assignment on IU 1& IU 2 | 2 | 3 |
| 4 | Mentoring Support -Additional Practice -1 | 2 | 2 |
| 5 | E-Learning on IU 3 | 3 | 3 |
| 6 | Flipped Class on IU 3 | 3 | 3 |
| 7 | Mentoring Support - Assignment on IU 3 | 4 | 3 |
| 8 | Mentoring Support -Additional Practice -2 | 4 | 2 |
| 9 | E-Learning on IU 4 | 5 | 3 |
| 10 | Flipped Class on IU 4 | 5 | 3 |
| 11 | Mentoring Support - Assignment on IU 4 | 6 | 3 |
| 12 | Mentoring Support -Additional Practice -3 | 6 | 2 |
| 13 | E-Learning on IU 5 | 7 | 3 |
| 14 | Flipped Class on IU 5 | 7 | 3 |
| 15 | Mentoring Support - Assignment on IU 5 | 8 | 3 |
| 16 | Mentoring Support -Additional Practice -4 | 8 | 2 |
| 17 | Mentoring Support – Project Planning -1 | 9 | 3 |
| 18 | Mentoring Support -Additional Practice -5 | 9 | 2 |
| 19 | Mentoring Support – Project Planning -2 | 10 | 3 |
| 20 | Mentoring Support -Additional Practice -6 | 10 | 2 |
| 21 | Mentoring Support – Project Planning -3 | 11 | 3 |
| 22 | Mentoring Support -Additional Practice -7 | 11 | 2 |
| 23 | Mentoring Support – Projects Implementation 1 | 12 | 3 |
| 24 | Mentoring Support – Project Planning -4 | 13 | 3 |
| 25 | Mentoring Support -Additional Practice -8 | 13 | 2 |
| 26 | Mentoring Support – Project Planning -5 | 14 | 3 |
| 27 | Mentoring Support -Additional Practice -9 | 14 | 2 |
| 28 | Mentoring Support – Project Planning -6 | 15 | 3 |
| 29 | Mentoring Support -Additional Practice -10 | 15 | 2 |
| 30 | Mentoring Support – Projects Implementation 2 | 16 | 3 |
| 31 | Summative Assessment (per learner) | 17 | 30  min |

# 6. Module Details –Marketing Content Development

## 6.1 Module Brief

The "Marketing Content Development" module equips learners with the knowledge and skills required to excel in the field of content marketing. Through a series of learning units, learners will develop a strong foundation in content marketing strategies, gain proficiency in creating compelling content for brand building, master the art of developing engaging email content and sequences, learn website designing using WordPress, and explore the world of video production.

By completing the "Marketing Content Development" module, learners will attain essential knowledge and skills to thrive in the dynamic field of content marketing. They will understand the principles and best practices of content marketing, enabling them to develop effective strategies that resonate with target audiences. Additionally, learners will acquire the skills to create engaging and high-quality content that effectively communicates brand messages, enhances brand identity, and fosters meaningful connections with audiences. They will also learn how to develop compelling email content and sequences that drive customer engagement and generate results. The module further covers website designing using WordPress, empowering learners to create professional websites that are visually appealing, user-friendly, and optimized for conversions. Lastly, learners will explore video production, learning how to produce captivating videos that tell brand stories, engage audiences, and drive online engagement.

Through a series of hands-on projects, learners will have the opportunity to apply their knowledge and skills in real-world scenarios. They will implement projects focusing on content marketing, brand building, email marketing, website design, and video production. By actively engaging in these projects, learners will gain practical experience and develop the ability to create, execute, and optimize content marketing initiatives effectively.

The "Marketing Content Development" module provides learners with a comprehensive understanding of content marketing strategies and the practical skills needed to succeed in the field. By acquiring the ability to create compelling content, design engaging websites, and produce captivating videos, learners will be well-prepared to make a significant impact in the ever-evolving landscape of content marketing.

**Instructional Units:**

1. Introduction to Content Marketing
2. Content Creation for Brand Building
3. Developing Engaging Email Content and sequence
4. Website Designing using WordPress.
5. Video Production

**Module Project:**

**Project Objective:** Implement projects focusing on content marketing, brand building, email marketing, website design, and video production.

1. Task 1: Create a content marketing strategy for a brand's online presence.
2. Task 2: Develop engaging content to build brand identity and engage audiences.
3. Task 3: Implement an email content sequence for effective marketing campaigns.
4. Task 4: Build a professional website using WordPress to enhance brand visibility.
5. Task 5: Produce compelling videos to drive engagement and tell brand stories.

## 6.2 Module Session Plan

| Session No# | Session Type | Day no# | Duration Hrs |
|---|---|---|---|
| 1 | E-Learning on IU 1 & IU 2 | 1 | 3 |
| 2 | Flipped Class on IU 1 & IU 2 | 1 | 3 |
| 3 | Mentoring Support - Assignment on IU 1& IU 2 | 2 | 3 |
| 4 | Mentoring Support -Additional Practice -1 | 2 | 2 |
| 5 | E-Learning on IU 3 | 3 | 3 |
| 6 | Flipped Class on IU 3 | 3 | 3 |
| 7 | Mentoring Support - Assignment on IU 3 | 4 | 3 |
| 8 | Mentoring Support -Additional Practice -2 | 4 | 2 |
| 9 | E-Learning on IU 4 | 5 | 3 |
| 10 | Flipped Class on IU 4 | 5 | 3 |
| 11 | Mentoring Support - Assignment on IU 4 | 6 | 3 |
| 12 | Mentoring Support -Additional Practice -3 | 6 | 2 |
| 13 | E-Learning on IU 5 | 7 | 3 |
| 14 | Flipped Class on IU 5 | 7 | 3 |
| 15 | Mentoring Support - Assignment on IU 5 | 8 | 3 |
| 16 | Mentoring Support -Additional Practice -4 | 8 | 2 |
| 17 | Mentoring Support – Project Planning -1 | 9 | 3 |
| 18 | Mentoring Support -Additional Practice -5 | 9 | 2 |
| 19 | Mentoring Support – Project Planning -2 | 10 | 3 |
| 20 | Mentoring Support -Additional Practice -6 | 10 | 2 |
| 21 | Mentoring Support – Project Planning -3 | 11 | 3 |
| 22 | Mentoring Support -Additional Practice -7 | 11 | 2 |
| 23 | Mentoring Support – Projects Implementation 1 | 12 | 3 |
| 24 | Mentoring Support – Project Planning -4 | 13 | 3 |
| 25 | Mentoring Support -Additional Practice -8 | 13 | 2 |
| 26 | Mentoring Support – Project Planning -5 | 14 | 3 |
| 27 | Mentoring Support -Additional Practice -9 | 14 | 2 |
| 28 | Mentoring Support – Project Planning -6 | 15 | 3 |
| 29 | Mentoring Support -Additional Practice -10 | 15 | 2 |
| 30 | Mentoring Support – Projects Implementation 2 | 16 | 3 |
| 31 | Summative Assessment (per learner) | 17 | 30  min |

# 7. Module Details – Digital Marketing Analytics

## 7.1 Module Brief

The " Digital Marketing Analytics" module is designed to equip learners with advanced knowledge and skills in various key areas of digital marketing. Through a series of learning units, learners will develop a deep understanding of customer lifecycle and automation, gain proficiency in using Google Analytics, explore lifecycle reports, delve into advanced Google Analytics features, and master the art of conversion rate optimization.

By completing the "Digital Marketing Analytics" module, learners will acquire essential knowledge and skills to excel in the digital marketing landscape. They will understand the customer lifecycle and how to implement effective automation strategies to enhance customer experiences and drive long-term loyalty. Additionally, learners will gain proficiency in Google Analytics, enabling them to set up tracking systems, analyze website data, and measure the success of marketing campaigns. They will explore lifecycle reports to gain insights into user behavior and make data-driven decisions for optimizing marketing efforts. The module also covers advanced Google Analytics features, equipping learners to conduct in-depth data exploration and analysis to uncover valuable insights. Furthermore, learners will master conversion rate optimization techniques, learning how to optimize websites and marketing campaigns to maximize conversions and achieve business objectives.

Through a series of hands-on projects, learners will have the opportunity to apply their knowledge and skills in real-world scenarios. They will implement projects focusing on customer lifecycle, Google Analytics setup and reporting, and conversion rate optimization. By actively engaging in these projects, learners will gain practical experience and develop the ability to implement strategies, analyze data, and optimize digital marketing initiatives effectively.

The "Digital Marketing Analytics" module empowers learners to become adept digital marketers, equipped with advanced skills and knowledge to drive results in the ever-evolving digital landscape. By mastering customer lifecycle, Google Analytics, and conversion rate optimization, learners will be prepared to excel in digital marketing roles and make a significant impact in their organizations.

**Instructional Units:**

1. Customer Lifecycle and Automation
2. Introduction to Google Analytics
3. Google Analytics Lifecycle Reports
4. Google Analytics Explorations
5. Conversion Rate Optimization

**Module Project:**

**Project Objective:** Implement projects focusing on customer lifecycle, Google Analytics setup and reporting, and conversion rate optimization.

**Project Tasks:**

1. Task 1: Apply a customer lifecycle automation system to enhance customer experiences.
2. Task 2: Set up Google Analytics for a website to track key metrics.
3. Task 3: Generate lifecycle reports in Google Analytics to analyze user behavior.
4. Task 4: Explore advanced features of Google Analytics for in-depth data analysis.
5. Task 5: Optimize conversion rates through data-driven insights and strategies.

## 7.2 Module Session Plan

| Session No# | Session Type | Day no# | Duration Hrs |
|---|---|---|---|
| 1 | E-Learning on IU 1 & IU 2 | 1 | 3 |
| 2 | Flipped Class on IU 1 & IU 2 | 1 | 3 |
| 3 | Mentoring Support - Assignment on IU 1& IU 2 | 2 | 3 |
| 4 | Mentoring Support -Additional Practice -1 | 2 | 2 |
| 5 | E-Learning on IU 3 | 3 | 3 |
| 6 | Flipped Class on IU 3 | 3 | 3 |
| 7 | Mentoring Support - Assignment on IU 3 | 4 | 3 |
| 8 | Mentoring Support -Additional Practice -2 | 4 | 2 |
| 9 | E-Learning on IU 4 | 5 | 3 |
| 10 | Flipped Class on IU 4 | 5 | 3 |
| 11 | Mentoring Support - Assignment on IU 4 | 6 | 3 |
| 12 | Mentoring Support -Additional Practice -3 | 6 | 2 |
| 13 | E-Learning on IU 5 | 7 | 3 |
| 14 | Flipped Class on IU 5 | 7 | 3 |
| 15 | Mentoring Support - Assignment on IU 5 | 8 | 3 |
| 16 | Mentoring Support -Additional Practice -4 | 8 | 2 |
| 17 | Mentoring Support – Project Planning -1 | 9 | 3 |
| 18 | Mentoring Support -Additional Practice -5 | 9 | 2 |
| 19 | Mentoring Support – Project Planning -2 | 10 | 3 |
| 20 | Mentoring Support -Additional Practice -6 | 10 | 2 |
| 21 | Mentoring Support – Project Planning -3 | 11 | 3 |
| 22 | Mentoring Support -Additional Practice -7 | 11 | 2 |
| 23 | Mentoring Support – Projects Implementation 1 | 12 | 3 |
| 24 | Mentoring Support – Project Planning -4 | 13 | 3 |
| 25 | Mentoring Support -Additional Practice -8 | 13 | 2 |
| 26 | Mentoring Support – Project Planning -5 | 14 | 3 |
| 27 | Mentoring Support -Additional Practice -9 | 14 | 2 |
| 28 | Mentoring Support – Project Planning -6 | 15 | 3 |
| 29 | Mentoring Support -Additional Practice -10 | 15 | 2 |
| 30 | Mentoring Support – Projects Implementation 2 | 16 | 3 |
| 31 | Summative Assessment (per learner) | 17 | 30  min |

# 8. Module Details – Social Media Marketing Tools & Techniques

## 8.1 Module Brief

The "Social Media Marketing Tools and Techniques" module equips learners with the necessary knowledge and skills to excel in the dynamic field of social media marketing. Through a series of learning units, learners will develop expertise in social media listening, influencer marketing, LinkedIn marketing, Twitter marketing, and leveraging other popular social media platforms like YouTube, Pinterest, and Snapchat.

By completing the "Social Media Marketing Tools and Techniques" module, learners will attain a comprehensive understanding of the tools and techniques used in effective social media marketing. They will learn how to utilize social media listening strategies to monitor conversations, trends, and sentiment, enabling them to make informed marketing decisions. Additionally, learners will gain proficiency in influencer marketing, understanding how to identify, engage, and collaborate with influential individuals to amplify brand reach and engagement. The module also covers LinkedIn marketing, where learners will discover methods to leverage the professional networking platform to connect with relevant audiences and promote their brand effectively. Furthermore, learners will explore Twitter marketing techniques to create engaging content, build a following, and drive conversations around their brand. The module also includes an exploration of other popular social media channels such as YouTube, Pinterest, and Snapchat, providing learners with insights into leveraging these platforms for effective marketing campaigns. Lastly, learners will acquire the skills to measure and optimize the return on investment (ROI) of their social media marketing efforts, ensuring maximum impact and value.

Through a series of hands-on projects, learners will have the opportunity to apply their knowledge and skills in real-world scenarios. They will implement projects focusing on social media listening, influencer marketing, LinkedIn, Twitter, and optimizing ROI in social media marketing. By actively engaging in these projects, learners will gain practical experience and develop the ability to create and execute successful social media marketing campaigns, leveraging the tools and techniques covered in the module.

The "Social Media Marketing Tools and Techniques" module provides learners with a solid foundation in social media marketing strategies and the practical skills needed to thrive in the digital marketing landscape. By mastering the tools and techniques, learners will be well-prepared to make a significant impact in social media marketing roles, build brand awareness, engage with target audiences, and drive business results.

**Instructional Units:**

1. Social Media Listening and Influencer Marketing
2. LinkedIn Marketing
3. Marketing on Twitter
4. Other Social Media Marketing Channels: YouTube, Pinterest, Snapchat
5. **Measuring and Optimizing ROI of Social Media Marketing**

**Module Project:**

**Project Objective:** Implement projects focusing on social media listening, influencer marketing, LinkedIn, Twitter, and ROI optimization in social media marketing.

**Project Tasks:**

1. Implement social media listening and influencer marketing strategies.
2. Execute a LinkedIn marketing campaign to engage professional audiences.
3. Develop and implement a marketing strategy on Twitter.
4. Utilize YouTube, Pinterest, and Snapchat for effective social media marketing.
5. Measure and optimize the ROI of social media marketing efforts.

## 8.2 Module Session Plan

| Session No# | Session Type | Day no# | Duration Hrs |
|---|---|---|---|
| 1 | E-Learning on IU 1 & IU 2 | 1 | 3 |
| 2 | Flipped Class on IU 1 & IU 2 | 1 | 3 |
| 3 | Mentoring Support - Assignment on IU 1& IU 2 | 2 | 3 |
| 4 | Mentoring Support -Additional Practice -1 | 2 | 2 |
| 5 | E-Learning on IU 3 | 3 | 3 |
| 6 | Flipped Class on IU 3 | 3 | 3 |
| 7 | Mentoring Support - Assignment on IU 3 | 4 | 3 |
| 8 | Mentoring Support -Additional Practice -2 | 4 | 2 |
| 9 | E-Learning on IU 4 | 5 | 3 |
| 10 | Flipped Class on IU 4 | 5 | 3 |
| 11 | Mentoring Support - Assignment on IU 4 | 6 | 3 |
| 12 | Mentoring Support -Additional Practice -3 | 6 | 2 |
| 13 | E-Learning on IU 5 | 7 | 3 |
| 14 | Flipped Class on IU 5 | 7 | 3 |
| 15 | Mentoring Support - Assignment on IU 5 | 8 | 3 |
| 16 | Mentoring Support -Additional Practice -4 | 8 | 2 |
| 17 | Mentoring Support – Project Planning -1 | 9 | 3 |
| 18 | Mentoring Support -Additional Practice -5 | 9 | 2 |
| 19 | Mentoring Support – Project Planning -2 | 10 | 3 |
| 20 | Mentoring Support -Additional Practice -6 | 10 | 2 |
| 21 | Mentoring Support – Project Planning -3 | 11 | 3 |
| 22 | Mentoring Support -Additional Practice -7 | 11 | 2 |
| 23 | Mentoring Support – Projects Implementation 1 | 12 | 3 |
| 24 | Mentoring Support – Project Planning -4 | 13 | 3 |
| 25 | Mentoring Support -Additional Practice -8 | 13 | 2 |
| 26 | Mentoring Support – Project Planning -5 | 14 | 3 |
| 27 | Mentoring Support -Additional Practice -9 | 14 | 2 |
| 28 | Mentoring Support – Project Planning -6 | 15 | 3 |
| 29 | Mentoring Support -Additional Practice -10 | 15 | 2 |
| 30 | Mentoring Support – Projects Implementation 2 | 16 | 3 |
| 31 | Summative Assessment (per learner) | 17 | 30  min |

## 9. Module Details – SEO & SEM

### 9.1 Module Brief

The "SEO & SEM" module equips learners with the knowledge and skills required to excel in the field of search engine optimization (SEO) and search engine marketing (SEM). Through a series of learning units, learners will develop a comprehensive understanding of SEO keyword research, on-page and off-page optimization techniques, advanced Google Ads strategies, remarketing with Google Ads, and effective campaign management and optimization.

By completing the "SEO & SEM" module, learners will attain the necessary expertise to effectively optimize websites for search engines and drive organic traffic. They will learn how to conduct keyword research, identify relevant keywords, and optimize website content to improve search engine rankings. Additionally, learners will gain insights into on-page and off-page optimization techniques, including meta tags, link building, and site structure optimization, to enhance website visibility and increase organic search traffic.

The module also delves into advanced Google Ads strategies, enabling learners to create impactful advertising campaigns that maximize their reach and deliver results. Learners will explore remarketing techniques using Google Ads to re-engage past visitors and convert them into customers. Furthermore, the module covers campaign management and optimization, equipping learners with the skills to monitor, analyze, and optimize digital marketing campaigns for optimal performance.

Through a series of practical projects, learners will have the opportunity to apply their knowledge and skills in real-world scenarios. They will implement projects focusing on SEO keywords, on-page and off-page optimization, advanced Google Ads, remarketing, and campaign management. By actively engaging in these projects, learners will develop the ability to apply SEO and SEM techniques, analyze campaign performance, and optimize strategies to achieve desired digital marketing outcomes.

By the end of the "SEO & SEM" module, learners will have the knowledge and skills to effectively optimize websites for search engines, create impactful Google Ads campaigns, These skills are highly valuable in the ever-evolving digital landscape and will enable learners to drive organic traffic, increase brand visibility, and achieve their digital marketing goals.

**Instructional Units:**

1. Keywords for SEO
2. On-page SEO & Off-page SEO Optimization:
3. Advanced Google Ads
4. Remarketing with Google Ads
5. **Campaign Management and Optimization**

**Module Project:**

**Project Objective:** Implement projects focusing on SEO keywords, on-page/off-page optimization, advanced Google Ads, remarketing, and campaign management for optimal digital marketing outcomes.

**Project Tasks:**

1. Research and optimize keywords for effective SEO.
2. Implement on-page and off-page SEO optimization techniques.
3. Execute advanced Google Ads campaigns for optimal performance.
4. Utilize remarketing strategies with Google Ads to re-engage target audiences.
5. Manage and optimize digital marketing campaigns for maximum effectiveness.

## 9.2 Module Session Plan

| Session No# | Session Type | Day no# | Duration Hrs |
|---|---|---|---|
| 1 | E-Learning on IU 1 & IU 2 | 1 | 3 |
| 2 | Flipped Class on IU 1 & IU 2 | 1 | 3 |
| 3 | Mentoring Support - Assignment on IU 1& IU 2 | 2 | 3 |
| 4 | Mentoring Support -Additional Practice -1 | 2 | 2 |
| 5 | E-Learning on IU 3 | 3 | 3 |
| 6 | Flipped Class on IU 3 | 3 | 3 |
| 7 | Mentoring Support - Assignment on IU 3 | 4 | 3 |
| 8 | Mentoring Support -Additional Practice -2 | 4 | 2 |
| 9 | E-Learning on IU 4 | 5 | 3 |
| 10 | Flipped Class on IU 4 | 5 | 3 |
| 11 | Mentoring Support - Assignment on IU 4 | 6 | 3 |
| 12 | Mentoring Support -Additional Practice -3 | 6 | 2 |
| 13 | E-Learning on IU 5 | 7 | 3 |
| 14 | Flipped Class on IU 5 | 7 | 3 |
| 15 | Mentoring Support - Assignment on IU 5 | 8 | 3 |
| 16 | Mentoring Support -Additional Practice -4 | 8 | 2 |
| 17 | Mentoring Support – Project Planning -1 | 9 | 3 |
| 18 | Mentoring Support -Additional Practice -5 | 9 | 2 |
| 19 | Mentoring Support – Project Planning -2 | 10 | 3 |
| 20 | Mentoring Support -Additional Practice -6 | 10 | 2 |
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| 23 | Mentoring Support – Projects Implementation 1 | 12 | 3 |
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| 26 | Mentoring Support – Project Planning -5 | 14 | 3 |
| 27 | Mentoring Support -Additional Practice -9 | 14 | 2 |
| 28 | Mentoring Support – Project Planning -6 | 15 | 3 |
| 29 | Mentoring Support -Additional Practice -10 | 15 | 2 |
| 30 | Mentoring Support – Projects Implementation 2 | 16 | 3 |
| 31 | Summative Assessment (per learner) | 17 | 30 min |

## 10. Module Details – Capstone Project - Digital Marketing Implementation

### 10.1 Module Brief

The "Capstone Project - Digital Marketing Implementation" module offers learners an opportunity to apply their acquired skills and knowledge in a practical setting. Through the completion of a comprehensive capstone project, learners will have the chance to enhance their abilities in strategic planning, campaign optimization, SEO enhancement, and website data analysis.

By engaging in the "Capstone Project Digital Marketing Implementation," learners will develop essential skills that are highly applicable in the digital marketing industry. They will learn to assess and improve the effectiveness of digital marketing strategies, aligning them with specific business objectives. Additionally, learners will gain expertise in optimizing various marketing campaigns, including Search Ads, Facebook Ads, content, and email marketing. They will explore methods to enhance organic search visibility through effective SEO practices. Moreover, learners will acquire the skills to analyze website data and implement optimization strategies that can improve overall website performance.

Through the completion of the capstone project, learners will gain practical experience and develop a deep understanding of the digital marketing landscape. They will apply strategic planning techniques to develop and improve digital marketing plans, ensuring alignment with business goals. By optimizing diverse marketing campaigns, learners will enhance their ability to reach target audiences and drive desired outcomes. They will gain proficiency in improving organic search visibility through effective SEO activities. Lastly, learners will analyze website data to gain insights into user behavior and implement optimization strategies that can elevate the overall performance of the website.

The "Capstone Project Digital Marketing Implementation" module provides learners with an invaluable opportunity to demonstrate their mastery of digital marketing concepts and techniques. By successfully completing this module, learners will be equipped with the skills and experience necessary to excel in digital marketing roles and make a significant impact in the industry.

**Module Project:**

**Project Objective:** Implement strategic planning, campaign optimization, SEO enhancement, and website data analysis to enhance digital marketing effectiveness.

**Project Tasks:**

1. Enhance the Digital Marketing Plan to align with business objectives.
2. Optimize Search Ads, Facebook, Content, and Email Marketing campaigns.
3. Improve SEO activities for better organic search visibility.
4. Analyze website data and implement optimization strategies.
5. Review and optimize digital marketing campaigns to elevate the performance.

## 10.2  Module Session Plan

| Session No# | Session Type | Day no# | Duration Hrs |
|---|---|---|---|
| 1 | Mentoring Support – Project Planning -1 | 1 | 3 |
| 2 | Mentoring Support – Projects Implementation 1 | 2 | 2 |
| 3 | Mentoring Support - Additional Practice - 1 | 2 | 1 |
| 4 | Mentoring Support – Project Planning -2 | 3 | 3 |
| 5 | Mentoring Support – Projects Implementation 2 | 4 | 2 |
| 6 | Mentoring Support - Additional Practice - 2 | 4 | 1 |
| 7 | Mentoring Support – Project Planning -3 | 5 | 3 |
| 8 | Mentoring Support – Projects Implementation 3 | 6 | 2 |
| 9 | Mentoring Support - Additional Practice - 3 | 6 | 1 |
| 10 | Mentoring Support – Project Planning -4 | 7 | 3 |
| 11 | Mentoring Support – Projects Implementation 4 | 8 | 2 |
| 12 | Mentoring Support - Additional Practice - 4 | 8 | 1 |
| 13 | Mentoring Support – Project Planning -5 | 9 | 3 |
| 14 | Mentoring Support – Projects Implementation 5 | 10 | 2 |
| 15 | Mentoring Support - Additional Practice - 5 | 10 | 2 |
| 16 | Mentoring Support – Project Planning -6 | 11 | 3 |
| 17 | Mentoring Support – Projects Implementation 6 | 12 | 2 |
| 18 | Mentoring Support - Additional Practice - 6 | 12 | 2 |
| 19 | Mentoring Support – Project Planning -7 | 13 | 3 |
| 20 | Mentoring Support – Projects Implementation 7 | 14 | 2 |
| 21 | Mentoring Support - Additional Practice - 7 | 14 | 2 |
| 22 | Mentoring Support – Project Planning -8 | 15 | 3 |
| 23 | Mentoring Support – Projects Implementation 8 | 16 | 2 |
| 24 | Mentoring Support - Additional Practice - 8 | 16 | 2 |
| 25 | Mentoring Support – Project Planning -9 | 17 | 3 |
| 26 | Mentoring Support – Projects Implementation 9 | 18 | 2 |
| 27 | Mentoring Support - Additional Practice – 9 | 18 | 2 |
| 28 | Mentoring Support – Project Planning -10 | 19 | 3 |
| 29 | Mentoring Support – Projects Implementation 10 | 20 | 2 |
| 30 | Mentoring Support - Additional Practice – 10 | 20 | 2 |
| 31 | Mentoring Support – Project Planning -11 | 21 | 3 |
| 32 | Mentoring Support – Projects Implementation 11 | 22 | 2 |
| 33 | Mentoring Support - Additional Practice - 11 | 22 | 2 |
| 34 | Mentoring Support – Project Planning -12 | 23 | 3 |
| 35 | Mentoring Support – Projects Implementation 12 | 24 | 2 |
| 36 | Mentoring Support - Additional Practice - 12 | 24 | 2 |
| 37 | Summative Assessment  (per learner) | 25 | 30 min |

## 11. Credentials

| Name of the Credentials | Details |
|---|---|
| **Academic Qualification** | Professional Diploma in Digital Marketing awarded by Lithan Academy |
| **EduCLaaS Job Role Certification** | Digital Marketing Executive |
| **Industry Skills Certification** | Digital Marketing Fundamentals (SF)<br>• Google Ads Search Certification<br>• Digital Marketing Associate Certification<br>Digital Marketing Analytics (SF)<br>• Google Analytics Individual Qualification Certification<br><br>Taking this certification is not mandatory. However, if the learner wishes to pursue it, they need to register for the examination directly with the vendor after paying the necessary fees. |
| **Statement of Attainment** | Digital Marketing Fundamentals (SF)<br>• ICT-SNM-4006-1.1 Integrated Marketing<br>Digital Marketing Analytics (SF)<br>• ICT-SNM-4008-1.1 Marketing Strategy<br>Marketing Content Development (SF)<br>• ICT-SNM-4004-1.1 Content Strategy<br>Social Media Marketing Tools and Techniques (SF)<br>• ICT-SNM-4002-1.1 Brand Management<br>SEO & SEM (SF)<br>• ICT-SNM-4005-1.1 Customer Experience Management<br>Capstone Project -Digital Marketing Implementation (SF)<br>• ICT-PMT-4026-1.1 Project Management |