DIGITAL MARKETING

Course Overview

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1. Course Overview

Headings	Details
Course Code	CCP-DM
Product Title (Internal)	CCP – Digital Marketer
Course Title (External)	NA
Learning Mode	Full-time/ Part-time
Delivery Mode	Synchronous & Asynchronous E-learning
Target Persona	• Enterprises who would like to send their employees to reskill/ re-deploy them into Digital Marketing roles. • Enterprises who would like to hire fresh candidates and send them for training to acquire digital marketing skills.
Entry-Prerequisites	• Academic: Minimum one credit in N Level or its equivalent • English Proficiency – Minimum IELTS 5.5 or its equivalent • Age – Minimum 21 years • Work Experience – Currently Employed
SSG Course Reference No	NA
Course Validity Date	NA
Course Developer	Lithan Academy
Relevant Job roles after completion of the course	Digital Marketer

2. Course Brief

Career Conversion Programs (CCPs) facilitate the skilling and placement of mid-career professionals by providing skills conversion training and employment opportunities with good prospects for progression. With funding support from WSG, employers can participate in CCPs, which can be stacked with the Jobs Growth incentive, benefiting both employers and mid-career individuals seeking career transitions.

In today's rapidly evolving digital landscape, the ability to adapt and excel in various job roles is essential for professionals. This "CCP - Digital Marketer" course equips employers with the skills and knowledge to thrive in the dynamic field of digital marketing. It enables them to reskill for a new job role. This course equips the participants with skills conversion and moves into roles with good prospects and opportunities for progression. Upon completing this course, participants will benefit from redeployment opportunities, opening doors to diverse job roles and expanding their career horizons. Whether it's creating online strategies, managing Google Ads campaigns, harnessing the power of social media marketing, optimizing websites for search engines, or mastering email marketing, this course empowers learners to excel in the world of digital marketing.

The course encompasses modules, each designed to provide learners with valuable insights and practical skills. The "Basic Digital Marketing" module focuses on creating online strategies, harnessing the potential of Google Ads, leveraging Facebook Ads for social media marketing, optimizing websites for search engines, and mastering email marketing. Participants will gain a comprehensive understanding of online strategies, enabling them to craft effective campaigns that drive results. With in-depth knowledge of Google Ads, learners will be able to create targeted and impactful advertising campaigns, maximizing their reach and conversions. Additionally, participants will explore the power of Facebook Ads, learning to leverage social media platforms for effective marketing campaigns. The module also delves into search engine optimization (SEO), equipping learners with techniques to optimize websites and improve their visibility on search engines. Furthermore, participants will master the art of email marketing, discovering how to engage audiences, build customer relationships, and maximize conversions through strategic email campaigns.

In the "Capstone Project Digital Marketing" module, students will apply their knowledge and skills gained throughout the course to real-world scenarios. They will enhance a digital marketing plan to align with business objectives, optimize various digital marketing campaigns, improve SEO activities, analyze campaign performance, and implement optimization strategies. The Capstone project allows students to showcase their expertise and develop a comprehensive digital marketing plan that elevates campaign performance.

The "CCP - Digital Marketer" course provides a comprehensive and practical learning experience for professionals seeking to excel in the field of digital marketing. By mastering online strategies, Google Ads, social media marketing, SEO, email marketing participants will be prepared for diverse job roles and opportunities in the digital marketing landscape. With their newfound skills and knowledge,

learners will be poised to contribute effectively to marketing campaigns, drive business growth, and adapt to the ever-changing demands of the digital world.

3. Course KSA Summary

Knowledge Statements:

- Identify and apply various digital marketing strategies, including Google Ads, Facebook Ads, SEO, and email marketing.
- Explain the importance of keyword research, on-page optimization, link building, and technical SEO in improving website visibility.
- Recognize and utilize effective email marketing strategies, including audience segmentation and campaign performance measurement.
- Comprehend the essential components of a comprehensive digital marketing plan, including aligning with business objectives
- Analyze and interpret key metrics in accordance with the brand goal to gain actionable insights for optimizing campaign performance.

Skills Statements:

- Develop and execute effective digital advertising campaigns using Google Ads, including ad campaign creation, keyword targeting, and performance optimization.
- Create compelling and targeted ad campaigns on Facebook using Facebook Ads, leveraging ad tools and measuring campaign performance.
- Apply SEO techniques and best practices to improve a website's organic search visibility and drive targeted traffic.
- Evaluate the data, track user behavior, interpret key metrics, and optimize campaign performance.
- Design and implement personalized and targeted email marketing campaigns, including audience segmentation and performance measurement.

Ability Statement:

Implement comprehensive digital marketing strategies across multiple channels, optimize campaigns, and drive measurable results in the digital landscape for your company

4. Course Summary

4.1 Module-Session Details

Sl N o	Module Names	Mod ule Code	E-Learning (Async)	Flipped Class (Sync)	Assignm ent Sync	Project Planning Sync	Project Imple Async	Assessm ent (Sync)	Total Hours
					Learning Activity				
					Mentoring Support				
1	WSQ Basic Digital Marketing (SF)	CCP-BDM	12	12	12	18	6	0.5	60.5
2	WSQ Capstone Project -Digital Marketing (SF)	CCP-DMI	0	12	0	24	24	0.5	60.5
	TOTAL		12	24	12	42	30	1	121

4.2 Learning Mode & Duration

Learning Mode	Course Duration	Guided Learning Hours	Hours/Week	days/Week	Hours/Day
Full-time	4 weeks	120 hours	30 hours/week	4 days/week	8 hours/day
Part-time	17 weeks (7 weeks ,10 weeks)	120 hours	6 hours/week	3 days/week	2 hours/day

5. Module Details – Basic Digital Marketing

5.1 Module Brief

The "Basic Digital Marketing" 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" 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, nurture leads, and drive 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" 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. **5.** Task 5: Develop personalized and targeted email campaigns, segment audiences, and measure campaign performance

5.2 Module Session Plan

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

6. Module Details – Capstone Project – Digital Marketing

6.1 Module Brief

The "Capstone Project Digital Marketing" module serves as the culmination of the Basic Digital Marketing module topics, allowing learners to apply their acquired knowledge and skills in real-world scenarios. Through a series of project tasks, students will have the opportunity to demonstrate their expertise in devising and implementing an integrated digital marketing strategy.

Throughout the module, learners will tackle project tasks that involve leveraging key digital marketing tools and platforms, including Google Ads, Facebook Ads, SEO, and email marketing. By combining these elements, students will gain the necessary knowledge and skills to maximize online visibility, drive targeted traffic, and optimize conversion rates.

The projects within the module are designed to provide learners with practical experience in creating comprehensive digital marketing campaigns. By implementing an integrated approach, students will have the opportunity to showcase their ability to synchronize various channels and strategies for maximum impact.

Upon completion of the "Capstone Project Digital Marketing" module, learners will not only have successfully completed the project tasks but will also have developed a range of valuable learning outcomes and abilities. These include the ability to align a digital marketing plan with business objectives, optimize campaigns utilizing different tools, and drive measurable results in terms of online visibility, targeted traffic, and conversion rates.

Overall, the "Capstone Project Digital Marketing" module equips learners with the practical skills and knowledge required to excel in the dynamic world of digital marketing, enabling them to create and implement effective digital marketing strategies that achieve tangible and measurable results.

Instructional Units:
1. Identify product, User Persona
2. User stories, product backlog
3. Sprint planning
4. User requirements
5. **Project Design & Architecture**
6. **Project planning**

Module Project:

Project Objective: Implement an integrated digital marketing strategy leveraging Google Ads, Facebook Ads, SEO, and email marketing to maximize online visibility, drive targeted traffic, and optimize conversion rates for your company.

Project Tasks:

1. Task 1: Maximize online visibility, drive targeted traffic, and optimize conversion rates by integrating Google Ads, Facebook Ads, SEO, and email marketing.
2. Task 2: Enhance ad campaigns on Google to maximize reach, target audience effectively, and measure performance.
3. Task 3: Create compelling ad campaigns on Facebook, target specific audiences, and measure campaign performance.
4. Task 4: Improve website visibility on search engines through keyword research, on-page optimization, and link building.
5. Task 5: Implement an email marketing campaign to nurture leads and drive conversions

6.3 Module Session Plan

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

7. Credentials

Name of the Credentials	Details
Academic Qualification	NIL
EduCLaaS Job Role Certification	Digital Marketer
Industry Skills Certification	Basic Digital Marketing • Google Ads Search Certification • Digital Marketing Associate Certification 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	Basic Digital Marketing • ICT-SNM-4006-1.1 Integrated Marketing Capstone Project -Digital Marketing • ICT-PMT-4026-1.1 Project Management