



IT'S
BRITZ
EDUCATION

Digital Marketing – Course Outline

Digital marketing has become an integral part of modern-day marketing strategy, and its significance will only continue to grow in the future. This course will equip you with the skills and knowledge required to become a professional digital marketer. It is designed for students who are interested in pursuing a career in digital marketing and want to learn how to promote a business or product online. In this course, students will learn how to develop and implement digital marketing strategies using various tools and techniques.

Course Learning:

We cover all the digital marketing components in our courses that include:

- Storyboard
- Introduction to Digital Marketing
- Content Marketing
- Search Engine Optimization (SEO)
- Pay-Per-Click (PPC) Advertising
- Social Media Marketing
- Email Marketing
- Mobile Marketing
- Analytics and Data Management
- Marketing Automation
- E-commerce Marketing

Objectives:

- Develop a deep understanding of digital marketing concepts and strategies
- Learn how to develop and implement effective digital marketing campaigns
- Understand various digital marketing tools and techniques
- Gain practical experience by working on real-life projects
- Develop critical thinking skills to analyze and evaluate digital marketing campaigns
- Gain expertise in one or more digital marketing channels
- Gain practical experience in creating various types of marketing collaterals such as social media graphics, email newsletters, and landing pages.

Learning Outcome:

- Creating visually appealing marketing collateral to attract and engage target audience
- Understanding of various digital marketing channels and how they can be used to promote a business or product online
- Ability to develop and implement effective digital marketing strategies
- Ability to measure and analyze digital marketing campaigns
- Practical experience of working on real-life digital marketing projects
- Expertise in one or more digital marketing channels

Methodology:

- 100% Hands-on through computer lab exercises

Eligibility Criteria:

- This course is for beginners and students above twelve years of age can enroll in it.

Duration of Course:

- 3 months

Course Roadmap:

- The course is spread over a total period of 12 weeks. During this period, students are required to complete theory and practical work comprising of 32 credit hours.

Assessment:

- Students will submit assignments to the trainers on a regular basis and a final project will be assigned at the end of the course to assess the student's overall understanding of the course in order to be eligible to receive the certificate.

Perks and Rewards:

- UK Based Certificate
- Internships & Job Opportunities
- Access to free Seminars and Workshops