

Instructor: Obim Stanley (obimstanley035@gmail.com)

Student Learning Outcomes

On successful completion of the course students will be able to:

1. Analyse the confluence of marketing, operations, and human resources in real-time delivery.
2. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
3. Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
4. Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
5. Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.
6. Comprehend the importance of conversion and working with digital relationship marketing; and
7. Analyse cross-cultural and ethical issues in globalised digital markets.

You will meet the objectives listed above through a combination of the following activities in this course:

Outline	BREAKDOWN OF COURSES	FOCUS
1.	INTRODUCTION TO DIGITAL MARKETING FUNDAMENTAL.	1 Fundamentals of Digital Marketing 2.2 What Digital Marketing is and Why it's Important? 2.3 Digital Marketing Channels and Tactics 2.4 Digital Marketing vs Traditional Marketing
2	FUNDAMENTAL OF SEO.	<ul style="list-style-type: none">• What is SEO?• Keyword research• On-page optimization

		<ul style="list-style-type: none"> • off-page optimisation
3	CONTENT MARKETING	<p>The different kinds of content marketing.</p> <ul style="list-style-type: none"> • Visual content • Text content • Infographic <p>The concept of content marketing</p>
4	DIGITAL MARKETING ANALYTICS	<p>Marketing analytics frameworks.</p> <p>Inside to data and metrics.</p> <p>Analytics indicators to lookout for.</p>
5	SOCIAL MEDIA MARKETING	<p>Social Media Management & Marketing</p> <p>4.1 How to Create & Optimize Business Pages on Social Channels</p> <p>4.2 Automations on Meta & CRM tools</p> <p>4.3 How to Set up Converting Ads on Facebook & Instagram</p>
6	Overview and Canva design	<p>Designing with Canva</p> <p>3.4 Digital Storytelling</p> <p>SEO overview</p> <p>Rapping up.</p>