

## Intermediate Digital Marketing Course Outline

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### Course Overview

This 12-week course introduces students to digital marketing, equipping them with skills to design and implement effective campaigns. The curriculum covers foundational concepts, digital tools, customer engagement, branding, and social media strategies, culminating in a capstone project and final presentation. Designed to meet the standards of the national educational board for academy accreditation, this course provides a comprehensive foundation for modern marketing practices.

### Course Goals:

- Understand the fundamentals and evolution of digital marketing.
- Learn to map customer journeys and develop personas for targeted marketing.
- Gain proficiency in tools like Google Workspace for collaboration
- Learn Content Creation using Canva.
- Master customer interaction, social media marketing, and performance measurement.
- Apply design and color theory to branding and marketing materials.
- Complete a capstone project to demonstrate practical skills.

### Weekly Course Content

#### Week 1: Foundations of Digital Marketing

- Overview of digital marketing concepts.
- Definition and explanation of key terms and principles.
- Historical context and growth of digital marketing.
- Its role in modern business strategies.

#### Week 2: Customer Journey and Marketing Funnel

- Mapping the customer journey: awareness, consideration, decision, retention.
- Techniques to analyse customer needs and behaviors.
- Structure and role of the marketing funnel.
- Key performance indicators (KPIs) and tools for tracking success.

## Week 3: Digital Tools and Performance Measurement

- Introduction to Google Workspace: Gmail, Google Spreadsheets, Google Forms.
- Practical applications for marketing tasks.
- In-depth exploration of the marketing funnel.
- Advanced techniques for measuring performance using analytics tools.

## Week 4: Branding and Marketing Strategies

- Principles of branding and its impact on digital marketing.
- Creating a cohesive brand identity.
- Overview of strategies: content marketing, SEO, email marketing.
- Developing a strategic marketing plan.

## Week 5: Customer Persona

- Creating detailed customer personas for targeted marketing.
- Techniques for researching and defining audience segments.
- Practical application of customer personas in marketing campaigns.
- Aligning strategies with persona insights.

## Week 6: Customer Interaction and Social Media Engagement

- Strategies for building customer relationships through social media.
- Managing feedback and engagement on social platforms.
- Techniques for monitoring social media conversations.
- Strategies for proactive engagement and reputation management.

## Week 7: Content Creation Principles

- Fundamentals of design theory in marketing.
- Visual storytelling and design aesthetics.
- Understanding color psychology in marketing.
- Applying color theory to branding and content creation

## Week 8: Advanced Tools and Social Media Marketing

- Using Canva to create professional marketing visuals.
- Hands-on practice with templates and design tools for branding.
- Creating engaging social media content.
- Writing effective copyright and using analytics to measure performance.

## Week 9: Capstone Project

### Capstone Project Kickoff

- Introduction to the capstone project: designing a digital marketing campaign.
- Guidelines, deliverables, and team formation.

## Week 10: Capstone Project

- Continued work on the digital marketing campaign.
- Applying course concepts to real-world scenarios.

## Week 11: Capstone Project

### Capstone Project Refinement

- Finalizing campaign deliverables.
- Peer reviews and instructor feedback to polish projects.

## Week 12: Final Assessment

### Exam and Presentation

- Comprehensive written exam on course concepts.
- Presentation of capstone projects to instructors and peers.

## Assessment Criteria

- ✓ Participation and Weekly Assignments: 50%.
- ✓ Final Exam 50%
- ✓ Documentation 50%

## Tools and Resources

- Google Workspace (Gmail, Google Spreadsheets, Google Forms).
- Canva for visual content creation.
- Social media platforms for practical exercises.