

Digital Marketing Curriculum

OVERVIEW

Build confidence and capability to apply modern marketing strategies in your career, driving growth with comprehensive, multichannel campaigns.

Digital marketing is about so much more than emails and banner ads. When it's done well, it's a true competitive advantage that increases business profit, and it's the future of the marketing profession.

This course will equip you with the skills you need to be a productive and effective marketer and keep pace with an evolving digital landscape. You'll learn current tools and best practices to drive sales leads, boost customer engagement, and help your brand stand out in a crowded market.

By the end of the course, you will be able to:

- Use a full arsenal of digital marketing tools, including Google AdWords and Meta.
- Design and execute comprehensive marketing plans through channels such as social media, search, email, and paid advertising.
- Execute marketing strategy that's powered by data and customer insight.
- Measure and optimize performance for campaign success using Google Analytics.

To be successful in the course, you will

- Explore new concepts and tools through expert-led lectures and discussions.
- Complete hands-on exercises to reinforce newly learned skills.
- Dive deeper into topics and techniques using real-world scenarios.
- Receive individualized feedback and support from your instructional team.
- Apply what you've learned to create a portfolio project: an end-to-end campaign that addresses a real-world growth problem.

Upon passing this course, you'll have a certificate of completion.

PREREQUISITE

This is a beginner-friendly program with no prerequisites, although many students are familiar with basic marketing concepts and have worked on campaigns. Whether you're brand new to the field or you're looking



to get more from existing campaigns, our curriculum will enable you to explore the full suite of modern marketing tools and put them to work for you, your company, and your career.

The course also requires

- Your own laptop (PC or Mac). It must be no more than four years old and able to run the most recent operating system.
- If remote, a webcam, headphones, and good access to the internet are required.

Our Admissions team can discuss your background and learning goals to advise if this course is a good fit for you.

CAPSTONE PROJECT

For the Digital Marketing final project, you'll work with either a real company or the scenario company provided, telling the story of your customer, your company, and the current state of its digital marketing efforts. You'll identify a marketing challenge and set an objective to overcome it.

Students will prepare and deliver a five- to 10-minute presentation that:

- Defines one key performance indicator (KPI) to measure your chosen marketing objective.
- Details your tactics, one KPI per tactic, and your plan to execute the campaign.
- Effectively communicates how you measured and optimized your campaign — or how you plan to measure and optimize it as data come in.

COURSE STRUCTURE

Pre-Work

Complete a series of self-paced preparatory lessons before each class to get up to speed on the fundamentals of the day's topic.

Instructor-Led Lessons (Foundations)

The first half of this course is focused on solving a marketing problem for a scenario company that has both B2C and B2B customers. You'll work through its needs to plan campaigns, apply tactics on digital platforms, and review representative data for insights.

Instructor-Led Lessons (Deep Dives)

In the second half of the course, you'll turn your attention to a marketing problem provided by a company of your choice. Students in the 1-week accelerated course, as well as those in the 10-week course who are unable to find a project company, will continue working on the scenario provided. Your instructor will customize deep dives based on your cohort's needs to further expand your knowledge of key skills.

Presentations

Share your final presentation and receive feedback from your instructional team and classmates.



DURATION

12 weeks

CONTENT

Unit 0	Digital Marketing: An Introduction	<i>Get a general understanding of why every business embraces digital marketing to tap into new audiences, boost brand engagement, and drive bottom-line growth.</i> • Understanding Digital Marketing • Importance of Digital Marketing • Goals of Digital Marketing • Differences between Digital and Traditional Marketing • Marketing Tools and Terminologies of Digital Marketing
Unit 1	Objective-First Marketing	<i>Explore objective-driven approaches to campaign planning.</i> • Apply the Objective-First Marketing Framework to develop a campaign strategy. • Choose KPIs that correspond to marketing objectives. • Select channels and tactics for audience and marketing objectives. • Create appropriate benchmarks. • Differentiate between single-channel, multi-channel, and omni-channel marketing.
Unit 2	Customer Insights	<i>Gain clarity into who your audience is and what resonates with them most.</i> • Leverage data tools to gather information about your customers. • Effectively communicate a brand's value proposition to a target customer.
Unit 3	Social Media	<i>Discover options for advertising on various social platforms.</i> • Structure and segment ad campaigns, target customer groups and analyze performance on social channels. • Explain the trade-offs between reach and precision in targeting, and discover factors that impact overall cost and performance. • Choose the optimal bidding type — cost per mille (CPM), cost per click (CPC), or cost per acquisition (CPA) — for paid social campaigns. • This unit will be taught using the most dominant paid social platform in your market, most likely Instagram.



Unit 4	Paid Search	<i>Survey the mechanics of search engine marketing.</i> • Structure campaigns, write a paid search ad, and apply target keywords. • Choose the optimal bidding type for a paid search campaign. • Reach existing customers with retargeting-based campaigns. • This unit will be taught using the most dominant paid search platform in your market, most likely Google AdWords.
Unit 5	SEO & Content Strategy	<i>Identify organic tactics for ranking higher in search results.</i> • Explain which elements of a webpage are used by search engines to determine its search result ranking. • Identify opportunities for search engine optimization. • Conduct keyword research and evaluate keywords for intent, volume, and competitiveness. • Create content that furthers SEO goals. • Recognize backlinks to a webpage, along with methods for acquiring more/better backlinks.
Unit 6	Google Analytics	<i>Get familiar with the essential features and functions of this leading data platform.</i> • Describe the role of cookies and tags in collecting data. • Gather insights from the Audience, Acquisition, Behavior, and Conversion sections of Google Analytics. • Analyze a conversion funnel to create micro- and macro-goals and identify user experience (UX) obstacles. • Create UTM codes in adherence to best practices.
Unit 7	Measurement	<i>Learn to gauge the performance of campaign tactics.</i> • Calculate CPM, CPC, click-through rate (CTR), conversion, CPA, and return on advertising spend (ROAS). • Analyze data to compare the performance of two or more channels. • Describe the purpose of attribution in optimization and the pros and cons of different models.
Unit 8	Testing	<i>Take a scientific approach to optimizing digital marketing strategy.</i> • Design statistically sound A/B tests for social media, paid search, and websites. • Evaluate the statistical significance of test results.
Unit 9	Email Marketing	<i>Get acquainted with platforms and best practices for this high-ROI channel.</i>





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