Module Synopsis

Module 1: Digital Marketing Fundamentals (45 hrs)

Digital Marketing Fundamentals will provide an overview of Digital Marketing to traditional marketing theories and concepts; how they vary and complement each other. The module will also take participants through a thorough analysis on the uses of Digital Marketing tools through brand / service & product communication.

- Introduction to Digital Marketing
- The Online Macro and Micro-Environment
- Digital Marketing Tools: Effectiveness & Best Practices
- The Impact of Digital Media on the Marketing Mix
- Relationship Marketing using Digital Platforms
- B2C & B2B Digital Marketing practices

Module 2: Digital Marketing Strategies (45 hrs)

Strategic Planning & Implementation aims to provide learners with knowledge on how to develop a digital marketing strategy which would enable them to market their brand / service / product in a digital setting with proper lead management and call to action through good user experience.

- Situational Analysis / Developing Customer Persona
- Goal Setting
- Strategy Formulation
- Resource Allocation
- Delivering the online customer service experience through UI / UX
- Campaign Planning for Digital Media
- Marketing Communications Model using Digital Media
- Campaign Evaluation & Improvement Strategy

Module 3: Digital Analytics (60 hours)

This module equips students with the skills and knowledge to analyse and optimize website performance with the use of web analytics software. Students will learn to plan and measure the effectiveness of online marketing campaigns and make recommendations for improvement. They will use various strategies for Search Engine Optimization (SEO) analysis and learn how to avoid penalty by search engines.
- Introduction to web analytics
- Clickstream analysis
- Web analytics for site optimization
- Measurement of online marketing campaigns
- Search engine Optimization

PDC2: Social Media Marketing and Analytics

Module 4: Social Media Marketing (45 hours)

This module provides students with a strategic overview of social media marketing to help them gain a clear understanding of business goals and brand voice in order to produce truly effective marketing content with opportunities for them to apply the skills acquired in a hands-on manner. Topics to be discussed includes:
- Evaluate existing business strategies and business models to formulate a feasible social media marketing strategy
- Apply techniques to add virality and increase activity at different points in the customer conversion funnel, as well as devising a paid ad media plan
- Develop content for various social media platforms, including social media ad content
- Managing crisis on social media

Module 5: Digital Content Development (45 hours)

This module builds' on students' knowledge in digital marketing and takes a holistic view of digital marketing and digital content creation. Upon completion of this module, students will acquire the skills to leverage a range of digital marketing tools, tactics and techniques to create and manage powerful digital content. These includes:
- Formulating digital content strategy
- Understanding format, form and function in the digital context
- Writing for the web
- Creating web presence, landing pages and mobile material
- Developing emails and banner ads
- Generating chatter on Facebook, Twitter, Instagram and other platforms to your advantage
- Licensing digital content

Module 6: Social Media Analytics (60 hours)

This module aims to introduce students to the processes for analysing unstructured textual data on social media platforms. Students will learn to collect, prepare and analyse social media data with social media listening tools. With this knowledge, students will be able to improve marketing of products and services using best practices. They will also learn to use text analytics to discover interesting patterns and gain insights to support decision making as well as to provide recommendations.
- Basic concepts of social media listening
- Social media discovery and keyword research
- Data collection and preparation
- Data exploration and segmentation
- Social media analysis with case studies
- Discovering and engaging influencer and brand evangelists
- Usage of text mining in social media analytics