

Master Program in Digital Marketing

Month 1: Digital Marketing Fundamentals and Strategy

Week 1-2: Introduction to Digital Marketing

- Overview of digital marketing channels
- Understanding the digital marketing landscape
- Key metrics and KPIs in digital marketing

Week 3-4: Digital Marketing Strategy Development

- Setting marketing objectives and goals
- Target audience identification
- Creating buyer personas
- Competitor analysis
- Developing a digital marketing plan

Month 2: Content Marketing and Social Media Marketing

Week 1-2: Content Marketing Strategy

- Importance of content marketing
- Content creation and curation
- Content distribution channels
- Blogging and storytelling

Week 3-4: Social Media Marketing

- Social media strategy development
- Platform-specific best practices (Facebook, Instagram, Twitter, LinkedIn)
- Social media advertising
- Influencer marketing

Month 3: Search Engine Optimization (SEO) and Email Marketing

Week 1-2: Search Engine Optimization (SEO)

- SEO fundamentals
- On-page and off-page optimization
- Keyword research and analysis
- SEO tools

Week 3-4: Email Marketing

- Building an email list
- Email marketing strategy
- Email campaign creation and optimization
- Automation and segmentation

Month 4: Paid Advertising, Analytics, and Final Project

Week 1-2: Paid Advertising (PPC)

- Introduction to PPC advertising
- Google Ads and Bing Ads
- Social media advertising platforms
- Display advertising and retargeting

Week 3-4: Analytics and Measurement

- Implementing and using Google Analytics
- Social media analytics tools
- Key performance indicators (KPIs)
- ROI measurement and reporting

Week 5-6: Final Project and Capstone

- Participants work on a comprehensive digital marketing project
- Project presentation and review
- Final exam or assessment