

Programme Outline	
Week 1: Introduction to Marketing & Digital Marketing	The aim of this class is to provide an introduction to what marketing & digital marketing is, major trends and important concepts such as Search Engine Optimisation (SEO), Adwords traffic, types of Online marketing, eMail Marketing, Viral Marketing, Online PR, and Social Networking.
Week 2: Marketing Strategy	This class will provide a clear understand on how to create full lifecycle marketing plan, identify overall goals that the organisation wants to achieve through offline and online campaigns – increase sales, increase brand awareness, demand generation, lead generation etc. Clearly define and understand digital personas of your target audience. Create channel specific strategies for each persona. Identify content marketing requirements for target audience according to needs and preferences. Create ongoing feedback mechanisms for users – effect changes based on what they like, don't like. How to measure effectiveness of marketing campaigns.
Week 3: Content Marketing & Email Marketing Strategy	<p>Create content marketing strategies per channel and per persona. Identify the differences in content marketing strategies for B2B and B2C</p> <p>Identify how to break the buyer life-cycle down into clear stages and understand what content they require at specific stages</p> <p>Understand the different content types that are suitable at specific stages of the customer buying process</p> <p>Learn how to identify which channels and platforms are most appropriate to distributing original and re-purposed content to support demand generation and lead to customer conversions</p> <p>Implement a lead nurturing programme that re-cycles leads that are not sales qualified</p> <p>Analyse how to integrate lead generation programmes data with CRM systems</p> <p>Understand the basic components of email marketing</p> <p>Develop an email marketing strategy</p> <p>Identify how to optimise your email design and structure</p> <p>Understand how to develop creative copy for your email marketing campaigns</p> <p>Review the various approaches for testing email marketing campaigns.</p>
Week 4: Google Analytics	Shows new users how to create an account, implement tracking code, and set up data filters. You'll learn how to navigate the Google Analytics interface and reports, and set up dashboards and shortcuts. The module will also demonstrate how to analyse basic Audience, Acquisition, and Behaviour reports, and set up goals and campaign tracking.

<p>Week 5: Search Engine Optimisation & Pay-Per- Click Advertising</p>	<p>Learn to understand the basic building blocks of SEO & the critical website ranking factors along with how to understand how to easily generate targeted traffic to any website. Learn to easily track and monitor the performance of your website.</p> <p>Learn how to organise, plan, implement and control a search marketing strategy within a broader digital marketing framework. Explore how search marketing can increase traffic building for lead generation, customer acquisition and conversion. Web analytics and campaign reporting are also explored.</p>
<p>Week 6: E-Commerce & Influencer Marketing</p>	<p>Discover the role and importance of e-commerce in a modern knowledge-intensive economy. Identify the technological components required to support the e-commerce environment. Learn best practice tips on how to generate an e-commerce model for your business.</p> <p>Define what influencer marketing is and the role it plays in driving reputation and visibility. Examine what influencers can do for you and the best approaches in building a relationship with an influencer.</p>
<p>Week 7: Social Media</p>	<p>Demonstrate an understanding of the advantages and disadvantages associated with social media;</p> <p>Recognise the implications of social media for organisations and consumers;</p> <p>Demonstrate comprehensively how social media can have an impact not only on company and brand awareness, but also on conversions.</p>
<p>Week 8: Campaign Planning & Management + Web Design, UX, & Traditional Marketing Approaches</p>	<p>Examine practice steps to design and implement digital marketing campaigns. Examine the use of data in campaign planning.</p> <p>An introduction to Web site design. It imparts practical skills in implementation of usable and accessible Web sites. Examine best practice for UX.</p> <p>Recognise the importance of traditional marketing approaches to delivering business objectives.</p>