# DIGITAL MARKETING
Curriculum
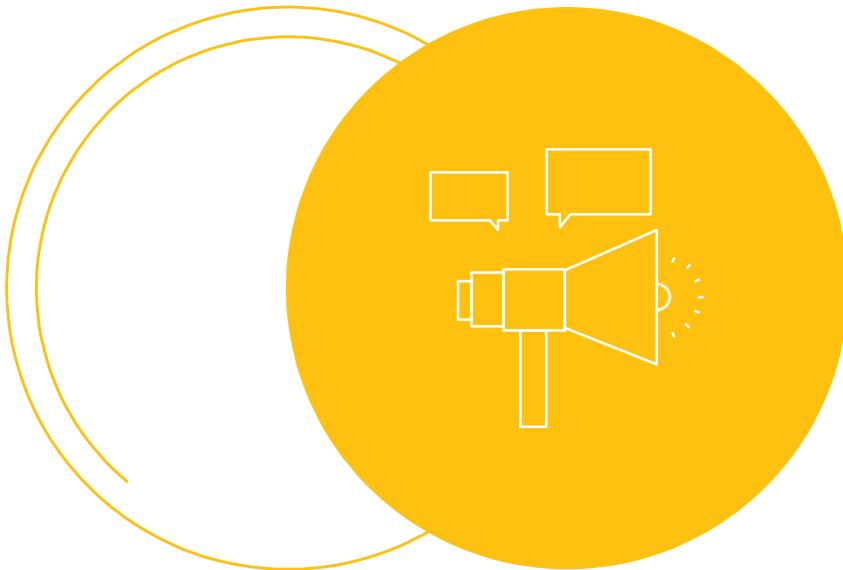
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About the Course

The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse with in-depth expertise in every branch of online marketing. The training is structured around a proven learning path prescribed by senior industry leaders.

Hands-on learning with live projects and simulation exams complements world-class course content in SEO, PPC, social media, and web analytics. Learners have the flexibility to attend as many of the 35+ live online instructor-led classes as necessary. Monthly mentoring sessions by international keynote influencers and thought leaders round out the learning, adding a global dimension to the training.
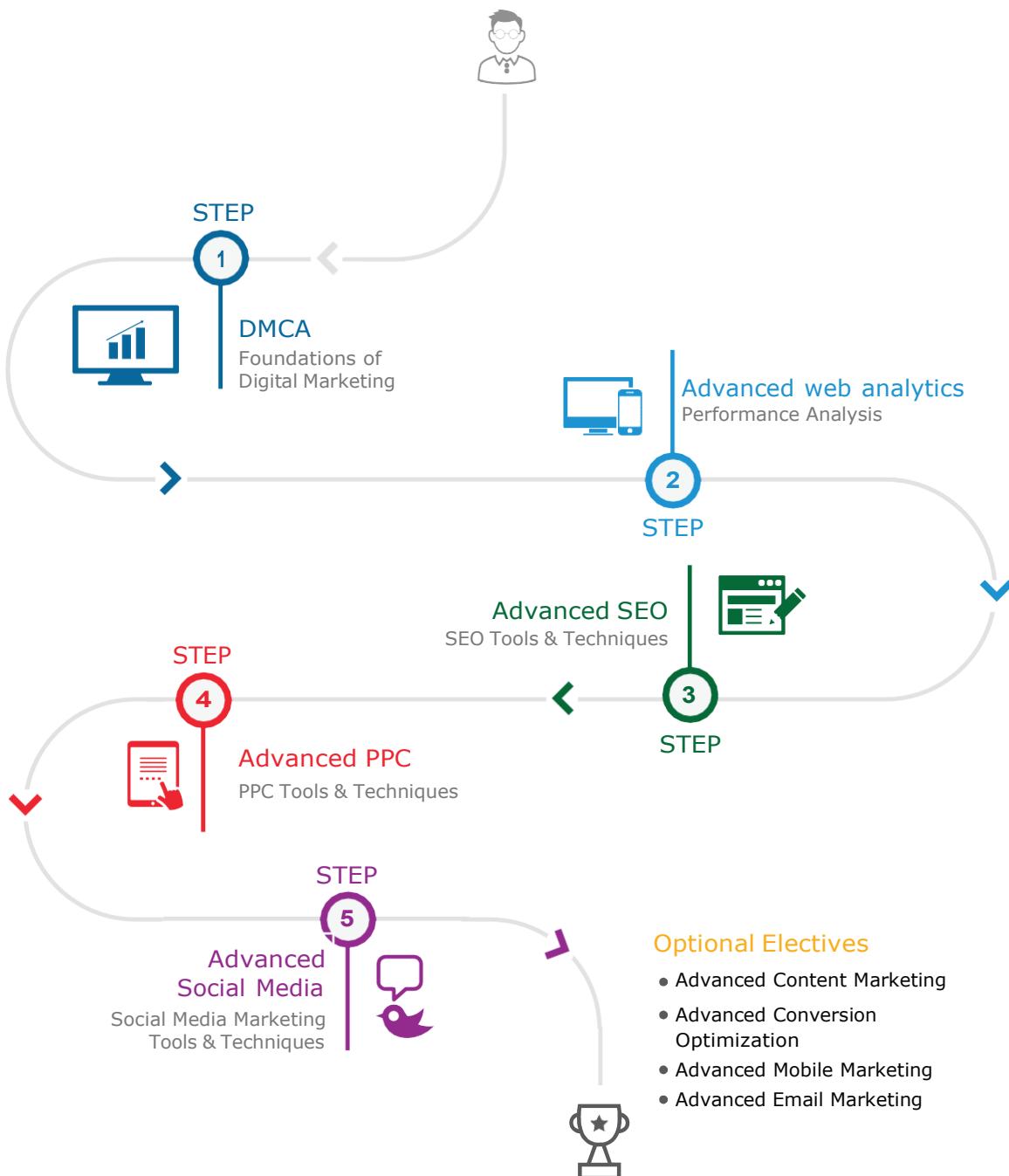
The Digital Marketing Specialist Masters Program is designed to transform you into a digital powerhouse

Key Features

Industry-recommended learning path

Access to 35+ live, instructor-led batches for the key course

Exclusive access to Digital Marketing Experts

Earn a Masters Certification on completion

Prepares learners for 12+ certifications

Covers 40+ digital marketing tools

More than 250 hours of high-quality eLearning

Learning Path

STEP

1

DMCA
Foundations of
Digital Marketing

Advanced web analytics
Performance Analysis

2

STEP

Advanced SEO
SEO Tools & Techniques

STEP

4

Advanced PPC
PPC Tools & Techniques

3

STEP

STEP

5

Advanced
Social Media
Social Media Marketing
Tools & Techniques

Optional Electives

- Advanced Content Marketing
- Advanced Conversion Optimization
- Advanced Mobile Marketing
- Advanced Email Marketing

DIGITAL MARKETING SPECIALIST

STEP ① ② ③ ④ ⑤
Get ready for the Market

Digital Marketing Certified Associate

The Digital Marketing Certified Associate (DMCA) program is designed to train beginners in the essentials of online marketing. Prepared by leading digital marketers, the course offers foundational training in the major digital marketing specialties. Real-world industry projects offer a platform to acquire hands-on learning expertise with the most important digital marketing tools. The course equips learners with the skills required to plan and execute digital marketing campaigns in any industry.

Key Learning Objectives

- Deep domain expertise in 11 digital marketing disciplines, including search engine optimization (SEO), social media marketing, pay-per-click (PPC), conversion optimization, web analytics, content marketing, mobile marketing, email marketing, programmatic buying, marketing automation, and digital marketing strategy.

- Strategic and execution expertise in Google Analytics, Google AdWords, Facebook Marketing, Twitter, and YouTube.

  Real-world problem-solving through projects using Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing.

- Formulate, plan, and execute effective digital marketing strategies with the digital marketing strategy module.

- Prepare for top digital marketing certification exams such as OMCA, Google Analytics, Google AdWords, Facebook Marketing, and YouTube Marketing.

- Advanced training in Twitter Advertising with course content developed in partnership with Twitter.

Course Curriculum

- Foundations: Search Engine Optimization (SEO)
- Foundations: Social Media
- Foundations: Content Marketing
- Foundations: Email Marketing
- Foundations: Mobile Marketing
- Foundations: Pay Per Click (PPC)
- Foundations: Conversion Optimization
- Foundations: Digital Analytics
- Foundations: Marketing Automation
- Foundations: Programmatic Buying
- Tools: Google Analytics: Specific Techniques and Reports
- Tools: Google AdWords Fundamentals
- Tools: Facebook Marketing and Advertising
- Tools: YouTube and Video Marketing
- Tools: Twitter Advertising
- Digital Marketing Strategy

STEP ① **2** ③ ④ ⑤

Become a Data Wizard

Advanced Web Analytics

The Advanced Web Analytics certification training program is designed to train learners in advanced web data analytics, multi-channel analytics, and qualitative search.

Prepared by leading web analytics experts, the course builds on the Digital Marketing Certified Associate training with deep expertise-building in all facets of web analytics. Real-world industry projects offer a platform to acquire hands-on skills in popular web analytics platforms. The course equips learners with the knowledge required to assess visitor behavior and execute data-driven decisions for marketing teams.

Key Learning Objectives

- ✓ Expertise in web data analytics and insight generation

- ✓ Experience designing a multi-channel analytics strategy

- ✓ Internal search and competitive intelligence analysis

- ✓ Ability to confidently analyze and provide business solutions

- ✓ Conduct qualitative research and deliver actionable, data-driven business insights

Course Curriculum

- Introduction to Web Analytics

- Key Performance Indicators and Analytical Techniques

- Segmentation

- Reports and Metrics Making Web Analytics Actionable

- Web Data Analysis Guide

- Qualitative Research

- Experimentation and Testing

- Competitive Intelligence Analysis

- Multi-Channel Analytics

- Dashboards

- Industry Models Complex Measurement and Approaches

- Social Media Analytics

- Google-Specific Techniques and Reports
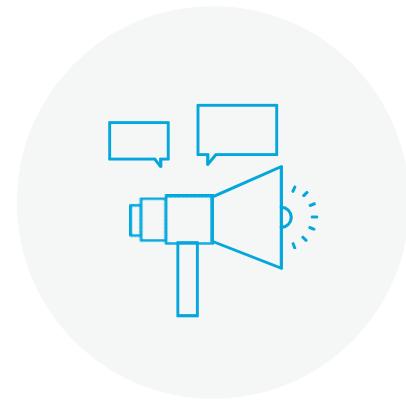
Become a SEO Whiz

Advanced SEO

The SEO Specialist Masters program is designed to transform learners into effective, industry-ready Search Engine Optimization specialists. Built around a structured learning path prescribed by industry experts, the program includes modules in all facets of search engine optimization, including on-page SEO, link building, content marketing, web analytics, and more. Gain experience in strategizing and executing inbound marketing initiatives with industry projects.

Key Learning Objectives

- ✔ In-depth knowledge of keyword research to boost online visibility of a business

- ✔ Hands-on experience in devising an SEO strategy to drive organic tra c

- ✔ Advanced link-building expertise, including internal link-structure analysis and optimization

Course Curriculum

- ✅ Introduction to SEO
- ✅ On-Page Best Practices
- ✅ Keyword Research and Competitive Analysis
- ✅ Design and Architecture
- ✅ Site Optimization and Best Practices
- ✅ Link-Building
- ✅ SEO for Local Search
- ✅ Conducting SEO Site Audits
- ✅ Critical Algorithm Updates
- ✅ SEO Tracking
- ✅ SEO Career Path
- ✅ Supplemental SEO Tools
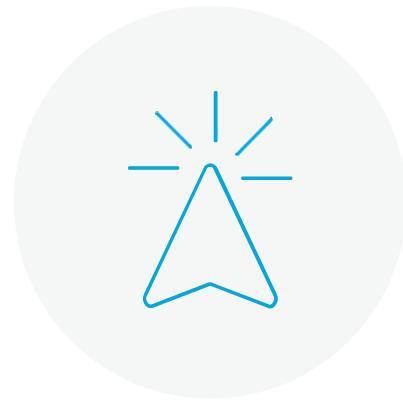
STEP ① ② ③ ④ ⑤

Become a Paid Marketing Master

Advanced PPC

The PPC Specialist Masters Program is designed to transform learners into PPC marketing specialists. Prepared by leading influencers and thought leaders, the course offers in-depth training in all areas of PPC marketing. Real-world industry projects offer hands-on experience in executing paid advertising campaigns for a variety of industries.

Key Learning Objectives

- ✔ Deep expertise in the principles and techniques of PPC advertising, including the auction model, ranking algorithms, and post-click activity

- ✔ Knowledge of the differences between search engines and their impact on campaigns

- ✔ Hands-on experience testing campaign models, campaign settings, and campaign optimization techniques

- ✔ Proficiency in writing ads, landing page development, and ad group design

- ✔ Knowledge of market research techniques to analyze competitor PPC strategy

Course Curriculum

- Introduction to PPC Advertising
- Introduction to Keywords and Match Types
- Writing Effective Ad Copy and Introduction to Landing Pages
- Campaign Settings
- Conversion Tracking, Bidding, and Reporting
- The Content/Display Network
- Account Organization
- Quality Score
- Creating Your Account Strategy and Launching and Monitoring
- Accounts
- Testing and Advanced Landing Page Strategy
- Tools and Other Networks

STEP ① ② ③ ④ ⑤

Become a Social Media Artist

Advanced Social Media

The SEO Specialist Masters program is designed to transform learners into effective, industry-ready Search Engine Optimization specialists. Built around a structured learning path prescribed by industry experts, the program includes modules in all facets of search engine optimization, including on-page SEO, link building, content marketing, web analytics, and more. Gain experience in strategizing and executing inbound marketing initiatives with industry projects.

Key Learning Objectives

- ✅ Learn how to draw more tra c, gain visibility, and promote brand awareness

- ✅ Knowledge of advanced social media principles and platforms

- ✅ Hands-on experience implementing social media strategy and tactics

- ✅ Sound understanding of influencer marketing

- ✅ Deploy the latest strategies to plan, execute, and assess a comprehensive and effective social media campaign for corporations, government agencies, or non-profit organizations

Course Curriculum

- Introduction to Social Media
- Creating a Social Media Strategy
- Understanding Paid Earned and Owned Social Media
- Social Sharing
- Blogging for Business
- Finding and Communicating with Influencers
- Video and YouTube
- YouTube Advertising
- Social Networking and Facebook
- Facebook Advertising
- Microblogging and Twitter
- Twitter Advertising
- Online Reputation Management
- Social Media Measurement
- Social Media Analytics
- Pinterest Marketing
- Marketing through LinkedIn
- Instagram

Other Electives:

Advanced Content Marketing

The Advanced Content Marketing Program trains learners in the principles and techniques of content marketing. Prepared by leading influencers and thought leaders, the course offers avenues for deep expertise building in planning, executing, and monitoring content marketing strategy. The course covers all areas of content marketing, including SMM, event marketing, content strategy, and more.
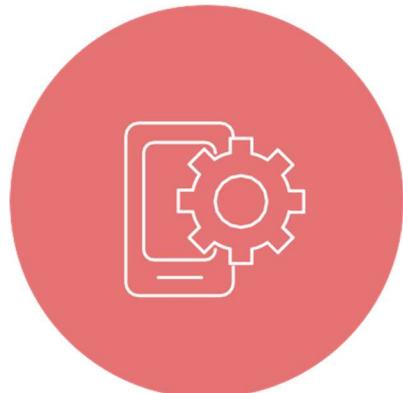
Advanced Conversion Optimization

The Advanced Conversion Optimization Program trains learners in the principles and techniques of optimizing webpages to maximize lead conversion as well as drive revenue. Prepared by leading influencers and conversion specialists, the course covers all elements of the discipline, including page design, persuasion, wire-framing, web analytics, product optimization, and more.

Advanced Mobile Marketing

The Advanced Mobile Marketing Program is designed to transform learners into industry-ready mobile marketers with skills in mobile advertising, responsive design, mobile analytics, and more. Prepared by leading experts in the field, the course is a great choice for teams of marketing professionals, business development professionals, and entrepreneurs.

Advanced Email Marketing

The Advanced Email Marketing Program is designed to transform learners into email marketing strategists. Prepared by leading digital marketing experts, the course trains learners in strategizing and executing email campaigns for all purposes, including sales, promotions, business solicitations, brand building, and credibility building.