Course Outline: Digital Marketing

Course by:

IT Business Incubator, CUET
Chattogram-4349, Bangladesh.

Course Summary

No.	Subject	Comments
1	Course Duration	72 Hours (24 Classes, 12 Weeks)
2	Pre-requisites	No.
3	Lab Facilities	ITBI, CUET will provide.

Schedule

Batch – 01 (Offline): Friday & Saturday 10 am to 1 pm

Batch – 02 (Online): Sunday & Tuesday 6 pm to 9 pm

Coordinator

Professor Dr. M. Moshiul Hoque
Professor, Dept of CSE, CUET
Director, IT Business Incubator in CUET
Former Dean, Faculty of Electrical & Computer Engineering, CUET
Chair, IEEE Bangladesh Section

Trainers

Ishaque Mozumder Lishad
Project Manager,
Diligite Ltd.

Sheikh Monirul Hasan
Digital Marketing Consultant

Md. Mosharraf Hossain
CEO, Diligite Ltd.
Trainer, 8IT Project, BHTPA.

Learning Outcomes

By the end of this course, participants will:

- Gain a comprehensive understanding of the digital marketing landscape, including various channels, platforms, and their significance in contemporary business strategies.
- Develop proficiency in fundamental marketing strategies, including market analysis, segmentation, targeting, and positioning, and learn to align marketing objectives with different stages of the customer journey.
- Acquire practical skills in website optimization, social media marketing, search engine optimization, email marketing, and content marketing, along with the ability to craft compelling copy for digital platforms.
- Master advanced digital marketing strategies, such as pay-per-click advertising, analytics interpretation, social media advertising, influencer marketing, and marketing automation, to drive successful campaigns and adapt to the evolving digital landscape.

Course Modules

Module	Topic	Duration
Module 1: Introduction to Digital Marketing	- Understanding the landscape of digital marketing, including its various channels and platforms. - Exploring the evolution of digital marketing and its increasing importance in modern business strategies. - Introducing key terminology and fundamental concepts such as digital marketing funnel, conversion optimization, and customer journey mapping. - Providing context for the entire digital marketing course.	3 hours
Module 2: Fundamentals of Marketing Strategy	- Delving into the basics of marketing strategy, including market analysis, segmentation, targeting, and positioning (STP). - Identifying target audiences and understanding their needs, preferences, and behaviors. - Exploring the application of the marketing funnel in strategy development - Understanding how to align marketing objectives with different stages of the customer journey. - Setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) marketing objectives and goals aligned with business objectives. - Establishing a strategic framework that guides digital marketing efforts effectively.	6 hours

Module 3: Website Basics and Optimization	- Emphasizing the importance of having a business website as a central hub for digital marketing activities. - Exploring website optimization techniques for improving search engine visibility (SEO), including keyword research, on-page optimization, and technical optimization. - Understanding the user experience (UX) and user interface (UI) design principles to enhance website usability and conversion rates. - Introduction to copywriting for websites: Crafting compelling website copy that engages visitors and drives conversions.	9 hours
Module 4: Social Media Marketing (SMM)	- Providing an overview of major social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) and their respective audience demographics and engagement features. - Developing a comprehensive social media strategy encompassing goal setting, audience targeting, content planning, and performance measurement. - Exploring content creation best practices and community management strategies to foster engagement and brand advocacy on social media. - Introduction to social media advertising: Understanding the different types of social media ads, ad formats, targeting options, and budgeting strategies.	9 hours
Module 5: Social Media Advertising	- Exploring the different types of social media advertising options available on popular platforms (e.g., Facebook Ads, Instagram Ads, LinkedIn Ads). - Demonstrating how to create and optimize social media ads, target specific audience segments, set advertising budgets, and measure ad performance. - Discuss advanced social media advertising tactics such as retargeting, lookalike audiences, and A/B testing for enhanced campaign effectiveness.	6 hours

Module 6: Search Engine Optimization (SEO)	● Providing an in-depth understanding of SEO principles, algorithms, and ranking factors that influence search engine results. ● Exploring both on-page optimization techniques (e.g., meta tags, content optimization) and off-page optimization strategies (e.g., link building, local SEO). ● Analyzing SEO performance metrics and leveraging tools like Google Analytics and Google Search Console for continuous optimization and improvement. ● Introduction to SEO copywriting: Writing SEO-friendly content that ranks well in search engines while engaging and informing the audience.	9 hours
Module 7: Pay-Per-Click (PPC) Advertising	● Introducing the concept of paid advertising and its role in digital marketing campaigns. ● Guiding students through the process of setting up and managing PPC campaigns on platforms like Google Ads and Bing Ads. ● Exploring advanced PPC strategies such as keyword targeting, ad copy optimization, bidding strategies, and campaign optimization for maximum ROI.	6 hours
Module 8: Email Marketing	● Discussing the importance of email marketing as a cost-effective and personalized communication channel. ● Covering the entire email marketing campaign lifecycle, including list building, segmentation, email design, automation, and performance tracking. ● Exploring best practices for crafting compelling email content, optimizing subject lines, and minimizing spam filters to improve deliverability and open rates. ● Introduction to email copywriting: Crafting persuasive email copy that drives opens, clicks, and conversions.	6 hours

Module 9: Content Marketing	- Understanding the role of content marketing in attracting, engaging, and converting target audiences. - Exploring various content formats (e.g., blog posts, videos, infographics) and distribution channels (e.g., social media, email, websites). - Developing content marketing strategies aligned with business objectives, target audience interests, and SEO goals to drive organic traffic and lead generation. - Introduction to content copywriting: Crafting engaging and informative content that resonates with the target audience and drives desired actions.	6 hours
Module 10: Analytics and Data Interpretation	- Introducing digital marketing analytics tools and platforms for tracking and measuring campaign performance. - Analyzing key performance indicators (KPIs) such as website traffic, conversion rates, engagement metrics, and ROI to evaluate marketing effectiveness. - Leveraging data-driven insights to optimize marketing strategies, allocate budgets effectively, and drive continuous improvement in campaign performance.	6 hours
Module 11: Influencer Marketing	- Understanding the role of influencer marketing in leveraging the authority and reach of influential individuals to promote products or services. - Identifying suitable influencers based on audience demographics, niche relevance, and engagement metrics. - Negotiating and managing influencer partnerships effectively to achieve campaign objectives and maximize ROI.	6 hours
Module 12: Advanced Digital Marketing Strategies	- Exploring advanced marketing automation tools and techniques for streamlining repetitive tasks, nurturing leads, and optimizing customer journeys. - Developing multichannel marketing strategies that integrate various digital channels (e.g., email, social media, search) for seamless customer experiences and enhanced campaign performance. - Discussing emerging trends and future directions in digital marketing, and empowering students to adapt and innovate in the ever-evolving digital landscape.	6 hours

Frequently Asked Questions (FAQ)

Can I register for multiple courses?

-Yes, participants can register for multiple courses.

Will there be an overlap in class schedules for multiple courses
-There may be minimal overlap in class schedules, Please check the routine available at the notice board.

What are the available payment methods for online enrollment?
-Payment can be made via cash or online using the "Bkash to Bank" option.

Are there evening batches available for job holders?
-Yes, evening batches will be available. Please check the routine available on the notice board of the website.

Can I switch between online and offline classes?
-Online and offline classes are separate batches, and transfer depends on seat availability.

How will admission be confirmed?
-Admission will be confirmed upon payment; no separate admission exam will be conducted.

Will classes be conducted in locations other than the chosen one?
-No, classes will only be conducted at the chosen location, not in other cities.

What is the profile of the trainers?
-Faculty members will include both academic and industry experts.

What is the last date of enrollment?

-There is no last date of admission. After filling out the batches, enrollment will be closed.

Can I admit physically?

-Yes, Come to the third floor (Room no: 301,302) at the Multipurpose Building of IT Business Incubator, CUET.

Will classes be held during Ramadan?

-Yes, they will.

Will a recorded version be available?

Yes, you will get lifetime access to the recorded version of the classes.