

Course Syllabus

What you will learn in this course



DIGITAL MARKETING

1a: Introduction

Career Ready

Digital Marketing 1a: Introduction

Digital marketing is where creativity meets strategy, and innovation is the name of game. Explore how to captivate audiences in the digital landscape. From mastering social media platforms to crafting compelling content that leaves a lasting impression and evaluating the successes (and failures) of innovative brands, students learn the secrets behind building a powerful online presence. Analyzing the consumer and their journey, students learn the power of storytelling and how to pull their promotional strategy into a multi-channel campaign.

Unit 1: Understanding the Digital Marketplace

In this unit, you will embark on an exciting journey into digital marketing. Beginning with the foundational concepts of both traditional and digital marketing, you'll explore how marketing extends beyond just selling to providing value in various forms. We'll investigate diverse digital marketing mediums, tactics, and essential tools integral to the digital marketplace. By the end of this unit, you'll be up to speed on the latest trends and equipped with the knowledge and skills to successfully navigate the dynamic world of digital marketing.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Explain the marketing mix and understand the similarities and differences between traditional and digital marketing
2. Differentiate between inbound and outbound marketing
3. Define social media and identify the most popular and widely used digital marketing channels, methods, and tools
4. Identify both national and international digital marketing trends

Unit 1 Assignments	
Assignment	Type
Lesson 01: What Is Marketing?	Lesson
Lesson 02: Why Marketing?	Lesson
Lesson 03: Digital Marketing Channels	Lesson
Lesson 04: Digital Marketing Trends	Lesson
Critical Thinking Questions	Submission
Activity 1: What Do I Want to Learn?	Submission
Activity 2: How Do Companies Handle Inbound and Outbound Marketing?	Submission
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Multiple Choice

Unit 2: Understanding the Digital Consumer

In this unit, our focus shifts from the marketing mix to understanding the digital consumer. You'll learn what makes the digital consumer tick—from their social media habits to their online shopping behaviors—and recognize the importance of each like, share, and search in shaping consumer trends. From constructing detailed buyer personas to exploring the interaction between primary and secondary audiences, you'll understand how marketers create content that resonates with every segment of their target market.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Explain the characteristics of the digital consumer and discuss how they interact with social media
2. Understand the behaviors of the digital consumer and how digital media influences those behaviors
3. Demonstrate how to create buyer personas or avatars for a business or brand and how they fit into market research
4. Identify the target market for a company, brand, or product and segment the target market into primary and secondary audiences

Unit 2 Assignments	
Assignment	Type
Lesson 01: Who Is the Digital Consumer?	Lesson
Lesson 02: Influencing Consumer Behavior	Lesson
Lesson 03: Creating Buyer Personas	Lesson
Lesson 04: Segmenting Your Audience	Lesson
Critical Thinking Questions	Submission
Cumulative Project 1: Who's Your Target Audience?	Submission
Activity: What's Their SWOT?	Submission
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Multiple Choice

Unit 3: Digital Real Estate: Websites and SEO

In this unit, we're shifting gears from the digital consumer to the role of websites in marketing. You'll uncover strategies that help boost a website to the top of search results, explore the importance of website design, and learn how websites leverage user experience to encourage consumers to act now!

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand the role of a website in digital marketing and how it integrates with other digital tools
2. List the essential elements of a user-friendly website
3. Master the basics of search engine optimization (SEO) and describe its role in digital marketing
4. Explore search engine marketing (SEM) and differentiate it from SEO
5. Explain how user experience (UX) and web design impact marketing effectiveness

Unit 3 Assignments	
Assignment	Type
Lesson 01: Why Do You Need a Website?	Lesson
Lesson 02: The Anatomy of a Website	Lesson
Lesson 03: SEO: Getting Found Online	Lesson
Lesson 04: SEM: Clicks that Convert	Lesson
Lesson 05: Designing Engaging Websites	Lesson
Critical Thinking Questions	Submission
Cumulative Project 2: How Do Keywords Work?	Submission
Activity: How SMART Are Your Goals?	Submission
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Multiple Choice

Unit 4: Social Media Mania

Are you ready to explore the vibrant and entertaining world of social media? By the end of this unit, you'll have the skills needed to create a social media marketing plan, understand current social media trends, and evaluate social media platforms based on their features and target audience.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Define social media and identify the different types of social media platforms
2. Apply marketing tools to a variety of social media platforms
3. Evaluate social media's impact on digital marketing
4. Develop a strategic plan for integrating social media into the marketing mix
5. Explore social media trends and various career paths in social media marketing

Unit 4 Assignments	
Assignment	Type
Lesson 01: What Is Social Media?	Lesson
Lesson 02: Marketing Across Broader Social Channels	Lesson
Lesson 03: Social Media Marketing	Lesson
Lesson 04: Paid vs. Organic Social Media	Lesson
Lesson 05: Trends and the Future of Social Media	Lesson
Critical Thinking Questions	Submission
Activity: What Have I Learned So Far?	Submission
Cumulative Project 3: What's Your Social Media Strategy?	Submission
Unit 4 Discussion 1	Discussion
Unit 4 Discussion 2	Discussion
Unit 4 Quiz	Multiple Choice

Midterm Exam

1. Review information acquired and mastered from this course up to this point.
2. Take a course exam based on material from the **first half** of the course (**Note:** You will be able to open this exam only one time.)

Midterm Exam Assignments	
Assignment	Type
Midterm Exam	Multiple Choice
Midterm Discussion	Discussion

Unit 5: Creating Personalized Experiences

In this unit, you'll learn how marketers create personalized experiences through email marketing, targeted advertising, and mobile marketing. You'll discover how marketers target ads to reach the right audience and explore the dynamic world of mobile marketing in order to engage consumers on the go. By the end of this unit, you'll have a deeper understanding of the tools and techniques that make digital marketing campaigns successful and how they're tailored to meet each customer's unique needs and preferences.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Explain the importance of personalization in digital marketing
2. Understand and apply principles and best practices of email marketing
3. Explain targeted advertising strategies and formats
4. Articulate the scope, advantages, and challenges of mobile marketing

Unit 5 Assignments	
Assignment	Type
Lesson 01: The Importance of Personalization in Digital Marketing	Lesson
Lesson 02: Email Marketing	Lesson
Lesson 03: Targeted Advertising	Lesson
Lesson 04: Mobile Marketing	Lesson
Critical Thinking Questions	Submission
Activity: How Effective Is Email Marketing?	Submission
Cumulative Project 4: What's the Role of Mobile Marketing?	Submission
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Multiple Choice

Unit 6: Digital Storytelling: Blogs, Podcasts, & Videos

In this unit, you will explore the art of digital storytelling through various mediums. We will discuss the impact of blogs, podcasts, webinars, and videos and learn how to create engaging content for each one. By the end of this unit, you'll understand how to use these tools in your digital marketing projects to make your ideas stand out and reach people in new and exciting ways.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand the fundamental principles of storytelling and demonstrate how digital marketers use storytelling to engage and influence an audience
2. Identify different types of video content and explain how they are used in digital marketing
3. Explain blogging and demonstrate how to create an editorial calendar, use SEO, and measure the effectiveness of blog content
4. Describe the history and growth of podcasting and identify its role in digital marketing
5. Demonstrate how to plan and deliver an online presentation

Unit 6 Assignments	
Assignment	Type
Lesson 01: The Power of Storytelling	Lesson
Lesson 02: Blogs: Authority Building Blocks	Lesson
Lesson 03: Podcasts: Storytelling Through Audio	Lesson
Lesson 04: Telling Stories Through Video	Lesson
Lesson 05: Mastering Social Presentations	Lesson
Critical Thinking Questions	Submission
Activity: How Does a Blog Get Created?	Submission
Cumulative Project 5: What Does a Podcast Add to the Marketing Mix?	Submission
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Multiple Choice

Unit 7: Channel Surfing: Creating a Multichannel Marketing Strategy

There is more than one path to reaching digital consumers. In this unit, you will learn about the multi-lane highway of communication channels that make up multichannel marketing. Multichannel marketing ensures that your message is heard. Regardless of where your audience spends their time online—social media, email, reading blog posts, or apps—they can always find your brand. A multichannel strategy lets you speak directly to your customers wherever they hang out.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify and describe the concept of multichannel marketing and list its key advantages
2. Distinguish between different types of stakeholders and understand their impact on a business
3. Develop a comprehensive digital marketing strategy that effectively uses word-of-mouth tactics and permission marketing to boost brand reputation organically
4. Analyze multichannel marketing trends and adapt your strategy to take advantage of these trends

Unit 7 Assignments	
Assignment	Type
Lesson 01: What Is Multichannel Marketing?	Lesson
Lesson 02: Who Are Your Stakeholders?	Lesson
Lesson 03: Strategies and Planning	Lesson
Lesson 04: Multichannel Marketing Trends	Lesson
Critical Thinking Questions	Submission
Activity: How Can You Leverage Multichannel Marketing Trends?	Submission
Cumulative Project 6: What's Your Word-of-Mouth Strategy?	Submission
Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Multiple Choice

Unit 8: Understanding the Customer Journey

In this unit, we'll break down the customer journey. You'll track the touchpoints brands use to interact with customers, learn about the strategies that keep customers moving toward purchasing products or services, and discover how every point of contact is a unique opportunity to shape customers' experiences and perceptions. Understanding this journey allows businesses to design a customer experience that feels less like a transaction and more like a guided tour.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Describe each stage of the customer journey
2. Articulate the product life cycle and relate it to the customer journey
3. Explain and identify the different types of conversions and how to measure each one
4. Research and describe careers in the field of social media marketing

Unit 8 Assignments	
Assignment	Type
Lesson 01: From Discovery to Purchase	Lesson
Lesson 02: The Rise and Fall of a Product	Lesson
Lesson 03: Turning Clicks into Actions	Lesson
Lesson 04: Careers in Digital and Social Media Marketing	Lesson
Critical Thinking Questions	Submission
Activity 1: What Do You Know About Social Media Marketing Career Trends?	Submission
Cumulative Project 7: How Would You Map the Customer Journey?	Submission
Activity 2: What Did I Get from This Course?	Submission
Unit 8 Discussion 1	Discussion
Unit 8 Discussion 2	Discussion
Unit 8 Quiz	Multiple Choice

Final Exam

1. Review information acquired and mastered from this course up to this point.
2. Take a course exam based on material from the **second half** of the course (**Note:** You will be able to open this exam only one time.)

Final Exam Assignments	
Assignment	Type
Final Exam	Multiple Choice
Final Discussion	Discussion