

Course Syllabus

What you will learn in this course



Digital Marketing 1b: Creating Online Buzz

How do your favorite brands become famous online? Learn how companies connect with an audience by exploring the details behind social media campaigns and mastering the art of content creation. Get hands-on with positioning, promoting, and building communities while learning about the behind the scenes of planning and data analytics. With videos, real-life examples, and case studies, you will see what works (what does not) in digital marketing. Plus, you gain insight into the different careers in this exciting marketing field. Get ready to discover the power of digital marketing!

Unit 1: Building a Digital Brand

In this unit, you'll discover how to create a unique digital presence for a brand, master the art of maintaining a stellar online reputation, and tackle social media crises with finesse. From measuring and amplifying brand engagement to learning to decipher data, you'll be equipped with the know-how to guide a brand through the ever-evolving world of social media. Are you ready to lay the groundwork for a strong digital brand?

What will you learn in this unit?

After studying this unit, you will be able to:

1. Identify why marketers build a successful brand
2. Articulate ways to establish a strong digital presence
3. Evaluate the advantages and disadvantages of social media use for brands and explore strategies for monitoring and maintaining brand reputation online
4. Formulate a crisis management plan, assess risks, and implement effective response strategies for a social media crisis
5. Measure social media engagement using key metrics and apply various engagement strategies on social media.

Unit 1 Assignments	
Assignment	Type
Lesson 01: Establishing a Digital Presence	Lesson
Lesson 02: Building a Successful Online Brand	Lesson
Lesson 03: Managing Brand Reputation	Lesson
Lesson 04: Planning for a Social Media Crisis	Lesson
Lesson 05: Tracking Brand Engagement	Lesson
Critical Thinking Questions	Submission
Activity: How Should a Brand Respond on Social Media?	Submission
Cumulative Project 1: What Makes Up a Social Media Policy?	Submission
Unit 1 Discussion 1	Discussion
Unit 1 Discussion 2	Discussion
Unit 1 Quiz	Multiple Choice

Unit 2: Mastering Content Creation

This unit focuses on designing an impactful content strategy that resonates with a target audience and aligns with a brand's voice and vision. You'll discover the role that content plays in connecting with an audience. We will cover every stage of content creation, from strategic planning and developing a winning content strategy to creating captivating copy and visuals and promoting your content on social media. We'll also peer into the future of content creation and learn how artificial intelligence (AI) technology is changing how marketers create content.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand how content marketing and a strong content strategy fit into the marketing mix

2. Describe and apply the fundamentals of content writing and copywriting
3. Outline the vital elements of design and describe its use in defining a brand
4. Outline the specifics of content workflow and editorial calendar
5. Identify the roles and skills necessary to succeed on a content team

Unit 2 Assignments	
Assignment	Type
Lesson 01: Designing a Winning Content Strategy	Lesson
Lesson 02: Fundamentals of Content and Copywriting	Lesson
Lesson 03: Fundamentals of Design	Lesson
Lesson 04: Content Promotion and Distribution	Lesson
Lesson 05: Getting a Job in Content Marketing	Lesson
Critical Thinking Questions	Submission
Activity: What Makes Good Copy and Content?	Submission
Cumulative Project 2: How Do I Create a Social Media Editorial Calendar?	Submission
Unit 2 Discussion 1	Discussion
Unit 2 Discussion 2	Discussion
Unit 2 Quiz	Multiple Choice

Unit 3: Positioning and Promotion

In this unit, we'll explore the elements of the promotional mix, the fundamentals of media relations, and the creation of promotional materials. You'll see how public relations (PR) has changed with social media and digital tools. We'll also cover how to make your product stand out and how to build strong relationships with the media. By the end of this unit, you'll understand how to put together a campaign that tells a brand's story using multiple promotional strategies.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Define the elements of the promotional mix within modern marketing practices
2. Distinguish between marketing and promotional strategies and the unique role each plays in communications
3. Understand how digital tools and techniques can enhance traditional PR practices and drive organic reach
4. Execute a comprehensive PR plan from media relationship-building to creating and distributing press materials

Unit 3 Assignments	
Assignment	Type
Lesson 01: Understanding the Promotional Mix	Lesson
Lesson 02: Positioning for Promotion	Lesson
Lesson 03: Public Relations in the Digital Age	Lesson
Lesson 04: Implementing a PR Strategy	Lesson
Critical Thinking Questions	Submission
Cumulative Project 3: What Goes into a Promotional Pitch?	Submission
Cumulative Project 4: How Do I Create a Digital Media Press Kit?	Submission
Unit 3 Discussion 1	Discussion
Unit 3 Discussion 2	Discussion
Unit 3 Quiz	Multiple Choice

Unit 4: Building a Community

This unit will guide you through the essential steps to create a community around your brand, from choosing the right social media platforms based on your target audience and content to building and growing a community through influencer partnerships and sponsorships. Throughout this unit, you'll discover communication strategies to encourage participation and keep your audience engaged.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand what makes social media communities thrive and how they contribute to a brand's success
2. Develop effective communication strategies for different platforms
3. Explain the dynamics of successful collaborations, including ethical considerations and the impact on brand and community growth
4. Describe the role of influencers and content creators in building a community
5. Explore career and entrepreneurial opportunities in digital and social media marketing

Unit 4 Assignments	
Assignment	Type
Lesson 01: The Dynamics of a Social Media Community	Lesson
Lesson 02: Building a Community	Lesson
Lesson 03: Growing a Community	Lesson
Lesson 04: Influencers' and Content Creators' Roles in Community Building	Lesson
Lesson 05: Career Exploration: Social Media	Lesson
Critical Thinking Questions	Submission
Activity: How Do We Structure Online Communities?	Submission
Cumulative Project 5: What Makes Up a Social Media Policy?	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: Planning a Budget Like a Pro

A well-planned budget is the backbone of a successful marketing campaign. In this unit, you'll learn to differentiate between media types, calculate return on investment (ROI), and align marketing strategies with business objectives. How will you get the most bang for your buck? Let's find out!

What will you learn in this unit?

After studying this unit, you will be able to:

1. Assess the reach and impact of various digital media types
2. Analyze and plan cost structures for digital campaigns to optimize budget effectiveness
3. Develop a comprehensive digital marketing plan that aligns with business goals and demonstrates effective budget allocation

4. Integrate marketing strategies into a digital marketing plan

Unit 5 Assignments	
Assignment	Type
Lesson 01: Introduction to Media Planning	Lesson
Lesson 02: Budgeting and ROI	Lesson
Lesson 03: Planning a Digital Marketing Campaign	Lesson
Lesson 04: Integrated Marketing Strategies	Lesson
Critical Thinking Questions	Submission
Activity: Can I Practice Workplace-Appropriate Behaviors?	Submission
Cumulative Project 6: How Do I Plan and Budget for a Social Media Campaign?	Submission
Unit 5 Discussion 1	Discussion
Unit 5 Discussion 2	Discussion
Unit 5 Quiz	Multiple Choice

Unit 6: Creating Irresistible Marketing Campaigns

In this unit, you'll learn how to create a captivating social media campaign that will leave your audience saying, "Wow!" From developing a solid strategy to designing eye-catching content, you'll learn how to build a strong, memorable brand identity that leaves a lasting impression. You'll also learn the art of writing click-worthy headlines and copy that turns clicks into conversions. Get ready to unleash your creativity!

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand the key components and strategies of a successful social media campaign
2. Create effective creative briefs for marketing campaigns
3. Explore the importance of branding and developing a strong brand identity
4. Explain how to create compelling ads for various media channels

Unit 6 Assignments	
Assignment	Type
Lesson 01: What Makes a Social Media Campaign Great?	Lesson
Lesson 02: Writing the Creative Brief	Lesson
Lesson 03: Why Is Brand Identity Important?	Lesson
Lesson 04: Creating Social Media Ads	Lesson
Critical Thinking Questions	Submission
Activity: What Makes a Good Social Media Campaign?	Submission
Cumulative Project 7: How Do I Write a Creative Brief for a Social Media Campaign?	Submission
Unit 6 Discussion 1	Discussion
Unit 6 Discussion 2	Discussion
Unit 6 Quiz	Multiple Choice

Unit 7: Data-Driven Decision-Making

Imagine you're a detective solving a complex case that could make or break your career. The key to cracking the case lies in the vast amount of data scattered across various sources, from social media posts and customer surveys to industry reports and government publications. As you sift through the clues, you see patterns emerge and connections that were hidden before. This is the power of data-driven decision-making in the world of digital marketing. By gathering, analyzing, and interpreting data, marketers can better understand their audience, optimize their campaigns, and measure their success like never before.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand the nature and scope of social media analytics and explain the role of social media in marketing research
2. Analyze the key metrics and KPIs
3. Explain how to create a data-driven social media plan that incorporates key metrics, A/B testing, and ongoing monitoring and adjustment
4. Apply knowledge of data-gathering techniques to create a market research plan

Unit 7 Assignments	
Assignment	Type
Lesson 01: Introduction to Social Media	Lesson
Lesson 02: Key Metrics and KPIs	Lesson
Lesson 03: Creating a Data-Driven Social Media Plan	Lesson
Lesson 04: Gathering Data to Make Informed Decisions	Lesson
Critical Thinking Questions	Submission
Activity: How Many Social Media Metrics Do I Know?	Submission
Cumulative Project 8: How Do You Conduct an A/B Test?	Submission
Unit 7 Discussion 1	Discussion
Unit 7 Discussion 2	Discussion
Unit 7 Quiz	Multiple Choice

Unit 8: Do Good, Be Good

The rules in digital marketing are constantly changing, and the stakes can be high. From AI-powered tools to scams and hacks that can ruin a business's reputation, there are many pitfalls that digital marketers need to navigate. With the right skills and a commitment to doing the right thing, you'll be ready to tackle any challenges that come your way. By the time you finish this unit, you'll have the tools and the know-how to take the digital world by storm and change it for the better.

What will you learn in this unit?

After studying this unit, you will be able to:

1. Understand legal and ethical issues in digital marketing
2. Evaluate the legal implications of digital marketing practices
3. Apply ethical guidelines to real-world scenarios in digital marketing
4. Describe artificial intelligence's impact on digital marketing and how to use AI tools responsibly
5. Assess privacy and security concerns related to digital marketing

Unit 8 Assignments	
Assignment	Type
Lesson 01: Why Are Ethical and Legal Issues Important?	Lesson
Lesson 02: Understanding the Law	Lesson
Lesson 03: Do the Right Thing	Lesson
Lesson 04: With Great Data Comes Great Responsibility	Lesson
Lesson 05: Securing Your Digital Fortress	Lesson
Critical Thinking Questions	Submission
Activity: How Would I Handle Ethical Dilemmas?	Submission
Final Cumulative Project: What Goes into a Social Media Policy?	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