

Syllabus: Digital Marketing and AI Integration

Duration: 1 Year

Unit 1: Introduction to Digital Marketing

Overview of Digital Marketing

- **Lecture:**
 - **Introduction to Digital Marketing:** Understand what digital marketing is, its significance in the modern business landscape, and how it differs from traditional marketing.
 - **Importance of Digital Marketing:** Explore why digital marketing is crucial for businesses today, including its ability to reach a global audience, cost-effectiveness, and measurable results.
 - **Different Channels of Digital Marketing:** Get an overview of the various channels used in digital marketing, such as:
 - **SEO (Search Engine Optimisation):** Techniques to increase a website's visibility on search engines.
 - **SEM (Search Engine Marketing):** Paid advertising on search engines.
 - **Content Marketing:** Creating and distributing valuable content to attract and engage an audience.
 - **Social Media Marketing:** Promoting products or services on social media platforms.
 - **Email Marketing:** Using email to send direct marketing messages to potential and current customers.
- **Lab Activity:**
 - **Digital Marketing Landscape Analysis:** Students will perform a comprehensive analysis of the current digital marketing landscape for a chosen industry or company, identifying key players, trends, and strategies.
- **Practical:**
 - **Presentation on Digital Marketing Landscape:** Students will present their analysis findings, highlighting the digital marketing practices of their chosen industry or company and suggesting potential improvements.

Developing a Digital Marketing Strategy

- **Lecture:**
 - **Creating a Digital Marketing Strategy:** Learn how to create an effective digital marketing strategy that aligns with business goals.
 - **Setting Goals:** Understand how to set clear, measurable, and achievable marketing goals.
 - **Target Audience:** Learn techniques for identifying and understanding the target audience.

- **KPIs (Key Performance Indicators):** Identify key metrics to track the success of digital marketing efforts.
- **Lab Activity:**
 - **Strategy Development Workshop:** A hands-on workshop where students will collaboratively develop a digital marketing strategy, including setting goals and identifying target audiences.
- **Practical:**
 - **Developing a Digital Marketing Strategy:** Students will create a detailed digital marketing strategy for a hypothetical or real business, including goal setting, audience identification, and a marketing funnel.

Understanding Consumer Behaviour Online

- **Lecture:**
 - **Consumer Behaviour Insights:** Study how consumers behave online, including browsing habits, purchasing decisions, and engagement with digital content.
 - **Online Shopping Trends:** Analyse current trends in online shopping and how they affect marketing strategies.
 - **Influence of Digital Marketing on Consumer Decisions:** Explore how different digital marketing tactics influence consumer behaviour and decision-making processes.
- **Lab Activity:**
 - **Consumer Behavior Analysis:** Students will analyse data on consumer behaviour and trends, using tools like Google Analytics to gather insights.
- **Practical:**
 - **Analysing Consumer Data:** Students will use real or simulated data to analyse consumer behaviour and make recommendations for digital marketing strategies based on their findings.

Unit 2: Key Digital Marketing Channels

Search Engine Optimisation (SEO)

- **Lecture:**
 - **Basics of SEO:** Introduction to SEO, including its importance and how search engines work.
 - **Keyword Research:** Techniques for finding and using relevant keywords to improve search engine rankings.
 - **On-Page Optimisation:** Best practices for optimising individual web pages to rank higher.
 - **Off-Page Optimisation:** Strategies for improving a website's reputation and authority through external links.

- **Technical SEO:** Ensuring a website meets technical requirements to improve organic rankings.
- **Lab Activity:**
 - **SEO Audit and Optimisation:** Students will conduct an SEO audit on a website and identify areas for improvement.
- **Practical:**
 - **Conducting an SEO Audit:** Students will perform a detailed SEO audit for a chosen website and implement optimisation techniques to improve its search engine rankings.

Search Engine Marketing (SEM)

- **Lecture:**
 - **Introduction to SEM:** Understand the basics of SEM and how it differs from SEO.
 - **Google Ads:** Learn how to create and manage Google Ads campaigns.
 - **PPC Campaigns:** Introduction to Pay-Per-Click advertising and how it works.
 - **Bidding Strategies:** Techniques for bidding on keywords to maximise ROI.
- **Lab Activity:**
 - **PPC Campaign Setup:** Students will set up a PPC campaign using Google Ads.
- **Practical:**
 - **Managing a PPC Campaign:** Students will create and manage a PPC campaign, including keyword selection, ad creation, and performance tracking.

Content Marketing

- **Lecture:**
 - **Content Creation:** Learn how to create engaging and valuable content for various digital channels.
 - **Strategy Development:** Develop a content marketing strategy that aligns with business goals.
 - **Distribution Channels:** Explore different channels for distributing content, such as blogs, social media, and email.
 - **Measuring Content Performance:** Techniques for measuring the success of content marketing efforts.
- **Lab Activity:**
 - **Content Creation and Strategy:** Students will create content pieces and develop a distribution strategy.
- **Practical:**

- **Content Marketing Plan:** Develop a comprehensive content marketing plan and create sample content pieces, such as blog posts, infographics, and videos.

Social Media Marketing

- **Lecture:**
 - **Social Media Platforms:** Overview of major social media platforms and their unique features.
 - **Content Strategies:** Learn how to create content that resonates with social media audiences.
 - **Engagement Techniques:** Techniques for engaging with audiences and building a community.
 - **Social Media Advertising:** How to create and manage ads on social media platforms.
- **Lab Activity:**
 - **Social Media Campaign Creation:** Students will design and implement a social media marketing campaign.
- **Practical:**
 - **Executing a Social Media Campaign:** Students will create and run a social media marketing campaign across different platforms, including content creation and ad management.

Email Marketing

- **Lecture:**
 - **Effective Email Campaigns:** Learn how to craft compelling email campaigns that drive engagement.
 - **List Building:** Techniques for building and growing an email list.
 - **Segmentation:** Understand how to segment an email list for targeted messaging.
 - **Automation:** Introduction to email marketing automation and how to set it up.
- **Lab Activity:**
 - **Email Campaign Design:** Students will design an email marketing campaign, including templates and automation sequences.
- **Practical:**
 - **Developing an Email Campaign:** Students will develop and execute an email marketing campaign, including designing email templates and segmenting the audience.

Unit 3: Advanced Digital Marketing Techniques

Conversion Rate Optimisation (CRO)

- **Lecture:**
 - **Improving Conversion Rates:** Techniques for increasing the percentage of visitors who take a desired action on a website.
 - **A/B Testing:** Learn how to conduct A/B tests to compare different versions of a webpage.
 - **User Experience Optimisation:** Strategies for improving the overall user experience to drive conversions.
- **Lab Activity:**
 - **CRO Testing and Optimisation:** Students will set up and run A/B tests on landing pages.
- **Practical:**
 - **Implementing A/B Tests:** Students will implement A/B tests on landing pages and analyse the results to optimise conversion rates.

Influencer Marketing

- **Lecture:**
 - **Leveraging Influencers:** Strategies for using influencers to promote products or services.
 - **Identifying Potential Influencers:** Techniques for finding and selecting the right influencers.
 - **Measuring ROI:** Methods for measuring the return on investment of influencer marketing campaigns.
- **Lab Activity:**
 - **Influencer Campaign Proposal:** Students will develop a proposal for an influencer marketing campaign.
- **Practical:**
 - **Developing an Influencer Campaign:** Students will create an influencer marketing campaign, including selecting influencers and defining metrics for success.

Mobile Marketing

- **Lecture:**
 - **Mobile Marketing Strategies:** Techniques for marketing to users on mobile devices.
 - **App-Based Marketing:** Strategies for promoting mobile apps.
 - **SMS Marketing:** Using SMS to reach and engage customers.
 - **Mobile SEO:** Optimising websites for mobile search.

- **WhatsApp Marketing:** Strategies for marketing through WhatsApp, including using WhatsApp Business and automation tools.
- **DLT Registration:** Understanding the Distributed Ledger Technology (DLT) registration process for SMS marketing, ensuring compliance with regulatory requirements.
- **Lab Activity:**
 - **Mobile Marketing Strategy Development:** Students will develop a mobile marketing strategy, including SMS and WhatsApp marketing plans.
 - **DLT Registration Workshop:** Hands-on workshop where students learn the DLT registration process, including required documentation and compliance steps.
- **Practical:**
 - **Creating a Mobile Marketing Strategy:** Students will create a comprehensive mobile marketing strategy, including mobile-friendly content, app marketing techniques, SMS campaigns, and WhatsApp marketing initiatives.
 - **DLT Registration and Compliance:** Students will go through a simulated DLT registration process and generate reports to ensure compliance with regulatory requirements.

Emerging Trends in Digital Marketing

- **Lecture:**
 - **Overview of Emerging Trends:** Explore new and emerging trends in digital marketing, such as AI, VR/AR, and blockchain.
 - **Impact of Emerging Technologies:** Understand how these technologies can impact digital marketing strategies.
- **Lab Activity:**
 - **Trend Research and Presentation:** Students will research an emerging trend and present their findings.
- **Practical:**
 - **Research on Emerging Trends:** Students will research and present on emerging digital marketing trends and their potential impact on the industry.
 - **Case Study on Best Trends:** Analyse case studies on successful implementation of emerging trends in digital marketing.