

Digital Marketing:

Introduction to Marketing

Role of Marketing, Consumers and Consumption, Segmentation, Targeting and Positioning

Designing Products and Services, Pricing and Channels, Using Communication to Engage Customers.

Digital Marketing Perspective

Introduction to Digital Marketing Basics, Digital vs. Traditional Marketing

Why Care About Digital Marketing?

Understanding the Digital Customer

Personas in Digital Marketing, Developing, Using and Refining Personas, The Personas and User Journeys, Websites and Understanding the Digital Customer, Personas in Digital Marketing,

Developing, Using and Refining Personas, The Personas and User Journeys, Consumer Journey

Mapping Frameworks, Digital Marketing Mix and Digital Models, Case-based Discussions.

Content and Email Marketing

Content Marketing Ecosystem, Using Content for Storytelling, Content Strategy - Message Architecture and Thought Leadership, Producing, Optimising, Distributing and Integrating Content, Content for Blogs and Videos, Integrated Content Marketing, Copywriting for Social Media, Adding Email to Marketing Strategy, Email: Branding and Retention Tools, Email Marketing as a Process, Contacts and Lists, Effective Email Strategy.