

**Subject topic**

**Introduction to E-Marketing**

Dived do to the subtopics

The course is divided into 8 subtopics

- Introduction to E-Marketing - Digital Marketing Strategies

- Content Marketing - Social Media Marketing

- Search Engine Optimization (SEO) - Email Marketing

- Analytics and Reporting - Conversion Optimization

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Example of topics to be taught F2F

- Creating and managing social media profiles

-Social media advertising and paid campaigns

-Understanding search engine algorithms

-On-page and off-page SEO techniques

-Keyword research and optimization

-SEO best practices and website optimization

Example of topics to be taught online

-An overview of e-marketing and its significance in the digital age

 -Understanding consumer behavior in the digital environment

- Defining marketing objectives and goals

- Conducting competitor research

- Understanding the Content Role in Digital Marketing

- Introduction to social media platforms and their marketing potential

- Building an email list and managing subscribers

Examples to work on or exercises students worked on

Design experiments based on the basics in CT

Examples

-Students can be given a real or hypothetical social media campaign to analyze

- Students can be tasked with creating an SEO strategy for a specific website or business

- Students can be asked to create engaging and relevant content for a blog or social media platform.

- Students could design an email marketing campaign for a product or service.

*Designed for:: e-commerce students*

*Designed by: Dr:Maan Alkhateeb*

*Date:*

*Version:*

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**Polyflip First idea template**