

### Course Description:

This e-marketing course equips students with the knowledge and abilities necessary to thrive in the digital age by covering the fundamentals of digital marketing. It encompasses social media, email, mobile platforms, SEO, SEM, content marketing, and other facets of digital marketing. Scholars acquire the knowledge and skills necessary to cultivate client relationships, optimize user experiences, develop influential marketing campaigns, and evaluate efficacy across multiple platforms. In addition, emerging technologies such as AI and the expanding function of social media are covered.

#### Example of topics to be taught F2F (In-Class Activities)

- Digital marketing strategy development process
- Evaluate digital marketing performance
- Set digital marketing strategic objectives
- Define online customer value proposition
- Define digital marketing strategy
- Digital relationship marketing
- Digital marketing-mix
- Digital marketing experience
- Measure and control
- Digital strategy global view
- Attracting visitors
- Keeping the attention of your audience
- Website analytics.
- Content Marketing: Social Media
- Content Marketing Types: Video

More F2F topics are declared in the details of the modules

## Introduction to electronic marketing

### Module 1: Digital Marketing Context

### Module 2: Digital Media Channels and SEO

### Module 3: Content Marketing & Social Media

### Module 4: Web Analytics

#### Examples to work by students (Pre-class Activities)

- . Overview of digital marketing
- .Comparing digital marketing with traditional marketing.
- .Overview of digital marketing environment elements
- Websites importance in digital marketing
- Good vs. bad web design
- The role of a website in a customer journey
- Content Marketing: Definition and Strategy
- Content Marketing Types: Blog
- Content Marketing: Social Media
- Content Marketing Types: Video
- Preparing for digital advertising
- The characteristics of digital media
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#### Examples on (In-Class and Post-Class Activities)

- Project: Digital marketing campaign for a local company..
- Conducting a Google Analytics to analyze the performance of an online organization

More Pre-Class or Post-Class activities are declared in the details of the modules