

Course Title	Introduction to Digital Marketing
Course Length	14 Sessions
Target Audience	Students, Professionals & who are willing to learn Digital Media – all ages
Prerequisites (if any)	N/A
Language of Instruction	English & Urdu

Course Description
The core idea is to learn what is Digital Media and how to tap into your target audience using all social and digital mediums. Over the past decade, digital media has emerged as the fastest-growing medium when it comes to marketing so that students will learn all terms and techniques used in the digital world. CPM, CPC, CPL, CPF, CPR etc. In addition to the above, we will focus on online advertising techniques wrt all social platforms (Facebook, Twitter, YouTube, Google, TikTok etc.).

Course Learning Outcomes	
LO1:	Facebook campaigns
LO2:	YouTube campaigns + SEM
LO3:	3 rd party campaigns + tracking
LO4:	Influence marketing
LO5:	DMP + DSP

LO6:	Google certification (basic level)
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Course Summary			
	Module Name	Key Concepts/Topics Covered	Assessments
1	Introduction	Marketing Avenues (Social, TV, Print, Radio, SMS etc.) Digital Landscape of Pakistan	
2	Digital Platforms	This will cover all Digital Platforms wrt The platform outreach and mechanics. Facebook, Twitter, Google, YouTube, TikTok, SnackVideo etc It will also include campaign types on all platforms.	
3	Basics of Digital Advertising	Digital Terminologies Will cover all digital terminologies like What is CPM, CPC, Impressions, Reach, Views, Engagement etc. This is the first step towards learning digital media.	
4	Target Audience	Each platform has a different set of TG. This will cover what kind of TG to target on each specific platform.	
5	Advertising Dashboards	Intro to all social/digital dashboards. Advertising dashboards like Facebook (Meta), Google, Twitter etc	1. Business Manager Creation 2. New ad accounts
6	Activity	New brand creation on social media: this task will be given to two teams devised within the students where they will showcase a brand with new ideas and strategy for online wrt earlier sessions taken	

7	Digital Campaigns	This covers various campaign types. For, e.g. what is a lead campaign, how to run a lead campaign etc	1. Best online campaign
8	SEM and SEO	Search Engine Marketing (SEM) VS Search Engine Optimization (SEO)	
9	Digital Tools	Social Listening and Tracking Tools	1. Case studies
10	Campaign development	This covers creating a 360 campaign and linking an online campaign to offline and TV.	
11	Influencer Marketing	This is done through a different set of tools and influencers; it will also cover how to choose an influencer and what can be the outcome of it.	Best examples (case studies)
12	Online Sales	Online Sales Funnel	