



# Masterclass: **FUNDAMENTALS OF DIGITAL MARKETING**

## INTRODUCTION

This course will introduce you into a basic digital marketing practices in a marketplace. This digital marketing course gives you an in-depth understanding and basic knowledge of the seven most important digital marketing domains.

As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS) and call back.

## COURSE LEARNING OUTCOMES (CLO)

- Understand the fundamentals of digital marketing domains used in today's market.
- Evaluate the best social media tools in creating a successful digital marketing campaign.
- Create a social media marketing strategy with proper budgeting and analytics.

## WHO CAN ATTEND THIS MASTERCLASS?

This is open to all undergraduate students.

## CERTIFICATION

Certificate of Completion in Masterclass Fundamentals of Digital Marketing.

## COURSE OUTLINE

1. Fundamentals of Digital Marketing
2. Social Media Marketing
3. Facebook and Instagram Advertising
4. Content Marketing
5. Content Practices
6. Measurement and Budget
7. Google Analytics

