1.2 Course Overview

Once equipped with the basics of digital marketing, the real test lies in implementing the digital marketing skills on live projects. One needs to be good at working with different tools, techniques and platforms to ensure results from digital marketing efforts.

The '**Advanced Course in Digital Marketing'** is designed to give you a complete working mastery over the popular digital marketing tools, techniques and platforms. The course structure is designed to help you achieve the same.

- In **Week 1** – we study why digital marketing is becoming so important in the business world.
- Digital marketing is first a marketing subject, hence in **Week 2,** we go over all the important marketing concepts we need to understand before we begin with digital marketing. Remember, only a good marketer can become a good digital marketer.
- In **Week 3**, we introduce the digital marketing mix framework and the various elements of the framework. This provides us with the big picture of digital marketing that we are trying to master. Knowing the big picture of Digital Marketing helps.
- In **week 4,** we initiate the website development activities. We also urge you to work on a live project simultaneously as you are going through the training sessions. The live project is optional but it surely helps in internalizing the digital marketing concepts. Your understanding of digital marketing will become more solid with the optional live project implementation.
- **Week 5** is about understanding the importance of content marketing and creating different forms of content.

- In **Week 6,** we will learn how to finetune the website for launch and also start analysing the website data with Google Analytics.
- **Week 7**, we will learn everything about SEM & SEO along with how to increase the search engine rankings of the website
- Paid advertising on Google is essential to bring customers and revenues. We learn to manage PPC Campaigns in **Week 8.**
- In **Week 9 and Week 10**, we will go through the social media marketing strategies and understand how to make social media platforms work for us.
- In **weeks 11 & 12**, we learn in-depth, the various digital marketing techniques like email marketing, mobile marketing, content monetization & eCommerce.
- **Week 13**, we look at the various opportunities presented by digital marketing globally.

The '**Advanced Course in Digital Marketing'** goes deep into implementing the various digital marketing tools and techniques. Learners will get first-hand knowledge by working on tools that digital marketers across the world use.

The '**Advanced Course in Digital Marketing'** is a very comprehensive course with 50+ hours of training (of theory and practice) in digital marketing. The course structure and the DDLP ecosystem will ensure that every participant who does the course sincerely, will become good at implementing digital marketing techniques.

If you promise me minimum 50+ hours of dedication and commitment, I assure you a transformation with a digital marketing mindset.

I am sure you will all enjoy the '**Advanced Course in Digital Marketing'**.