



Digital Media Course Outline

Course Description:

This course provides a comprehensive understanding of essential digital marketing strategies and tools. From optimizing search engine visibility to utilizing AI-driven marketing, students will gain hands-on experience in planning, executing, and analyzing effective digital media campaigns.

Module 1: Introduction to Digital Media Marketing

Understanding the digital marketing landscape

Role of digital media in modern business

Key principles and concepts in digital marketing

Module 2: Search Engine Optimization (SEO)

Importance of SEO for online visibility

On-page and off-page optimization techniques

Keyword research and optimization strategies

SEO tools and analytics

Module 3: Google Ads and Pay-Per-Click (PPC) Advertising

Introduction to Google Ads and its benefits

Creating effective ad campaigns

Keyword targeting and bidding strategies

Ad extensions and quality score optimization

Module 4: Social Media Advertising

Leveraging social media platforms for advertising

Targeting options and audience segmentation

Crafting compelling ad creatives and copies

A/B testing and ad performance measurement

Module 5: Email Marketing

Building an email list and subscriber engagement

Designing visually appealing email campaigns

Personalization and segmentation strategies

Analyzing email campaign metrics

Module 6: Amazon Ads and E-Commerce Marketing

Understanding Amazon Ads and product listing optimization

Sponsored Products, Sponsored Brands, and Display Ads

Strategies for driving sales on e-commerce platforms

Conversion rate optimization (CRO) techniques

Module 7: Noon Promotions and E-Commerce Marketplace Marketing

Utilizing Noon Promotions for enhanced visibility

Campaign creation and discount strategies

Maximizing exposure and sales on online marketplaces

Customer reviews and reputation management

Module 8: Dropshipping and E-Commerce Logistics

Exploring dropshipping as an e-commerce model

Partnering with suppliers and managing inventory

Order fulfillment and customer service best practices

Risks and challenges in dropshipping

Module 9: Marketing with Artificial Intelligence (AI)

Introduction to AI in marketing

AI-driven personalization and customer targeting

Chatbots, virtual assistants, and customer interactions

Predictive analytics and data-driven decision-making

Module 10: Capstone Project: Integrated Digital Media Campaign

Designing a comprehensive digital media campaign

Applying strategies learned in previous modules

Developing a project plan and execution timeline

Measuring campaign success and presenting results

Course Conclusion:

Reflecting on the course learnings and skills acquired

Emerging trends and future directions in digital media marketing

This course outline covers a wide range of topics in digital media marketing, providing students with a holistic understanding of various strategies and tools. Each module is designed to build upon the previous one, allowing students to gradually progress from fundamental concepts to advanced techniques. The capstone project offers students an opportunity to apply their knowledge and skills to a real-world digital media campaign, reinforcing their learning through practical experience.