### Syllabus: Digital and Social Media Marketing (Master 2 Level)

#### Course Overview:
This course delves into advanced concepts of digital and social media marketing, providing students with in-depth knowledge and practical skills required to excel in the contemporary digital marketing landscape. By integrating theoretical insights with real-world applications, this course aims to equip students with the tools to develop and implement effective digital marketing strategies.

#### Course Objectives:
1. Understand the strategic role of digital and social media marketing within an organization.
2. Develop and execute comprehensive digital marketing plans.
3. Analyze the effectiveness of digital marketing campaigns using various metrics and tools.
4. Gain proficiency in utilizing different digital marketing platforms and technologies.
5. Explore emerging trends and innovations in digital marketing.

#### Course Structure:
The course is structured into 10 sessions, each lasting 3 hours. Each session will combine lectures, case studies, group discussions, and hands-on activities.

#### Session Breakdown:

\*\*Session 1: Introduction to Digital Marketing\*\*
- Overview of digital marketing landscape
- Key concepts and terminology
- Evolution and history of digital marketing
- Role of digital marketing in the broader marketing strategy

\*\*Session 2: Social Media Marketing Fundamentals\*\*
- Social media platforms and their unique characteristics
- Audience analysis and segmentation
- Content strategy and planning
- Engaging and growing a social media community

\*\*Session 3: Content Marketing and Management\*\*
- Importance of content in digital marketing
- Types of digital content (blogs, videos, infographics, etc.)
- Content creation, curation, and distribution
- Content management systems (CMS) and best practices

\*\*Session 4: Search Engine Optimization (SEO)\*\*
- Basics of search engine algorithms
- On-page and off-page SEO techniques
- Keyword research and optimization
- SEO tools and analytics

\*\*Session 5: Paid Digital Advertising (PPC, Display, Social Ads)\*\*
- Introduction to paid digital advertising
- Pay-Per-Click (PPC) campaigns
- Display advertising strategies
- Social media advertising (Facebook Ads, Instagram Ads, LinkedIn Ads, etc.)

\*\*Session 6: Email Marketing and Automation\*\*
- Building an effective email marketing strategy
- List building and management
- Designing compelling email campaigns
- Marketing automation tools and techniques

\*\*Session 7: Analytics and Performance Measurement\*\*
- Key performance indicators (KPIs) and metrics
- Google Analytics and other analytics tools
- Analyzing and interpreting data
- Reporting and dashboard creation

\*\*Session 8: Digital Marketing Strategy Development\*\*
- Creating a digital marketing plan
- Integrating digital marketing with overall business strategy
- Case studies of successful digital marketing strategies
- Group project: Developing a comprehensive digital marketing strategy for a chosen brand

\*\*Session 9: Influencer and Affiliate Marketing\*\*
- Role of influencers in digital marketing
- Identifying and collaborating with influencers
- Affiliate marketing programs and strategies
- Measuring the effectiveness of influencer and affiliate marketing

\*\*Session 10: Emerging Trends and Future Directions\*\*
- Artificial intelligence and machine learning in digital marketing
- Voice search and conversational marketing
- Augmented reality (AR) and virtual reality (VR)
- Ethical considerations and data privacy issues

Introduction to Digital Marketing

Web

SEO

SEA

Analytics

Email

Social media & Content

Influencer \* Affiliates

Emerging trends