## **Core Subjects in Digital Marketing Courses**

Though the actual course offerings for Digital Marketing courses will mainly differ as per the program level as well as institution, there are certain core subjects that are covered in such programmes at all levels. Here’s a list of major subjects included under Digital Marketing course syllabus:

* Introduction to Digital Marketing
* SEO Optimization
* Introduction to CRM
* Email Marketing
* Competitor and Website Analysis
* Market Research & Niche Potential
* Content Creation, Management & Promotion
* Introduction to Web Analytics
* Mobile Marketing
* Social Media Marketing
* Digital Marketing Budgeting, Planning & Forecast
* Digital Marketing Project Management
* Product Marketing (Facebook, Instagram, Google Ads)
* Affiliate Marketing
* Website Data Analytics
* Paid Ads Optimization Strategies
* Neuro-Marketing Fundamentals

## **Digital Marketing Course Syllabus: Diploma & Certification Courses**

A certification or [diploma in Digital Marketing](https://leverageedu.com/blog/diploma-in-digital-marketing/) mainly familiarises students with its basics and fundamental components, techniques and tools. It aims to impart the learner with the key features of Digital Marketing, Search Engine Optimization (SEO), Video Marketing, E-mail Marketing, Budgeting, Planning, etc. Take a look at the comprehensive Digital Marketing course syllabus for diplomas and certifications:

| Subjects  | Syllabus |
| --- | --- |
| Introduction to Digital Marketing | Principles of Digital Marketing; Digital Marketing Channels; Tools to Create Buyer Persona; Competitor Research Tools, Website Analysis Tools, etc. |
| Content Marketing | Content Marketing Concepts & Strategies; Planning, Creating, Distributing & Promoting Content; Optimize Website UX & Landing Pages; Measure Impact; Metrics & Performance; Using Content Research for Opportunities, etc. |
| Social Media Marketing | Introduction; Major Social Media Platforms for Marketing; Developing Data-driven Audience & Campaign Insights; Social Media for Business; Creation & Optimization of Social Media Campaigns, etc. |
| Search Engine Optimization | Search Engine Optimization Fundamentals; Keywords and SEO Content Plan; SEO & Business Objectives; Writing SEO Content; On-site & off-site SEO; Optimize Organic Search Ranking, etc. |
| Web Analytics & Google Analytics | Google Analytics Tools; Web Analytics Tools, etc. |
| E-mail Marketing | Effective E-mail Campaigns; E-mail Plan; E-mail Marketing Campaign Analysis; Measuring Conversions & keeping up, etc. |
| Web Design | Web design, optimization of websites; Publishing a basic website; User-centred Design and Website Optimization; Design Principles and Website Copy; Website Metrics & Developing Insight, etc. |
| Introduction to CRM | Fundamentals to CRM; CRM Platforms; CRM Models; CRM Strategy, etc. |
| Video Advertising | Basics of Video Advertising; Creating Video Campaigns; Measurement & Optimization; Creating & Managing a YouTube Channel; Targeting Video Campaigns, etc. |
| Digital Marketing Budgeting | Digital Marketing Budget & Plan; Resource Planning; Cost Estimating; Cost Budgeting; Cost Control |

## **Digital Marketing Course Syllabus: Bachelor’s Level**

Every undergraduate-level program constitutes the general basics of the academic discipline. Similarly, the Digital Marketing course syllabus at the bachelor’s level comprises of varied foundational concepts from SEO to E-mail Marketing and Marketing Automation. Here is a table that elucidates some of the major subjects under an undergraduate-level Digital Marketing program:

| Subjects  | Details |
| --- | --- |
| SEO Foundation | Definition, essential tools, strategies,how to use SEO for different search engines, etc. |
| Content Marketing | SEO and content writing,various content marketing strategies.  |
| E-mail Marketing  | Evolution of email, developments andadvancements in E-mail Marketing,mapping industry trends, eliminating spam messages, etc. |
| Mobile Marketing  | Difference between mobile advertisingand marketing, utilising mobile marketingfor sales promotions, online applications, etc. |
| Pay-Per-Click  | Understanding different types of PPC,creating compelling search ads andunderstand how keywords and searchqueries work together to display andcreate advertisements. |
| Conversion Optimization  | What is AIDAS and its role; website optimization;what visitors want to see on the website;how to optimize key element and increase theeffect of landing on a particular page. |
| Digital Analytics  | Evolution of Digital Analytics, information aboutend-to-end customer experience, analyst’s influenceon business, role as a change agent, etc. |
| Marketing Automation  | How to reduce time in converting the lead into a sale,how additional triggers are used to build aconversation with clients and customer andincreasing revenue.  |
| Programmatic Buying  | How programmatic buying works in contrast with thetraditional marketplace, managing ad frauds withthe help of big data and machine learning. |
| Digital MarketingStrategy  | Finding the right mix of different channels andmanaging and measuring the effectiveness of the strategies. |

## **For Master’s Level Courses**

After having an idea about what digital marketing is, the students can delve deeper into the foundational concepts through a postgraduate program. The following table enlists the varied concepts constituted under the digital marketing course syllabus at the master’s level like [MBA in Digital Marketing](https://leverageedu.com/blog/mba-in-digital-marketing/):

| Subjects  | Details  |
| --- | --- |
| Digital Marketing Foundation  | Difference between inbound andoutbound marketing strategies,using several tools to create a buyer persona |
| Competitor and Website Analysis | Techniques for facilitating competitorresearch using website analysis toolsand establishing a unique selling proposition |
| Market search & Niche Potential  | Carrying out research to understandhow the market works, how to use differenttools for performing market research |
| Website Design usingWordPress CMS  | Developing a connection with website users,tools to create a lead magnet for yourbusiness site, using speed improvement toolsfor mapping websites.  |
| Content Creation and Promotion  | Latest trends in digital marketing,content consumption, funnelling the content,content mapping, along with how to creatingcontent for social media platforms and websites.  |
| Search Engine Optimization (SEO) | Advance-level SEO strategies like SEO reporting,link building tools, back analysis tool,keyword research tool, technical SEO tool. |
| Website Data Analytics  | Measuring digital marketing strategies,undertaking business analytics along withtools for probing website data like web and google analytics  |

Let us explore some of the core digital marketing course syllabus

## **SEO**

Have you ever wondered how some websites are ranked on the first page of Google and others on different pages? One of the main reasons for this is because content uses search engine optimization. SEO helps in increasing the quality of content and also increases website traffic. Digital marketing course syllabus of topic SEO includes:

* Know everything about SEO
* History of SEO
* Growth of SEO
* On-Page Optimization
* Off-Page Optimization
* Keywords
* Google Adwords

## **Social Media Marketing**

Growing your business through social media is a great way and helps in promotion and branding as well. With the help of social media brands and organizations are able to connect with their customers, increase profits, and also helps in increasing website traffic. Digital marketing course syllabus of topic Social Media Marketing includes:

* What is social media marketing?
* Blogging/ Vlogging
* Social Media Networking
* Content Creation and Sharing the Content

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## **Content Marketing**

The form of marketing that focuses on content creation, publishing on digital platforms, promotion, and distribution of content to reach the target audience. The purpose of content marketing to attract a specific audience. Content marketing contributes to maintaining the digital presence of the organization, promotion, and branding, increasing sales, etc. Digital marketing course syllabus of topic Content Marketing includes:

* Article and blog writing
* Promotion and Branding
* Blogging
* Content marketing tools and systems