

**MASTER PROGRAM
TRAINING AGENDA**

Master Program by Sprintzeal



DIGITAL MARKETING
MASTER PROGRAM TRAINING AGENDA

Digital Marketing Master Program by Sprintzeal

OVERVIEW

- Fundamentals of Digital Marketing and Advanced SEO
- Pay-Per-Click (PPC)
- Web Analytics
- Social Media Marketing
- Brand Management
- Digital Marketing Hands On Project
- Master Certification

MASTER PROGRAM COURSE CURRICULUM

Fundamentals of Digital Marketing and Advanced SEO

Introduction to Digital Marketing

Part 1 - Fundamental Concepts of Digital Marketing

Module 1 - Introduction to Digital Marketing

Module 2 - History of Digital Marketing

Module 3 - Developing and Nurturing a Digital Culture

Module 4 - Where is Digital Marketing Headed

Module 5 - Global Impact of Digital Marketing

Part 2 - Customer Lifecycle

Module 1 - Acquisition

Module 2 - Engagement

Module 3 - Conversion

Module 4 - Onboarding, Retention, and Expansion

Part 3 - Marketing Technology

Module 1 - Mobile and IoT

Module 2 – Analytics

Module 3 - Challenges of an Offline-Online Experience

Part 4 - The Future of Digital Marketing

Module 1 - A Peek into the Future

Search Engine Optimization Foundations

Course Introduction

Module 1 - SEO Introduction

Module 2 - How Search Engines Work

Module 3 - Types of SEO

Module 4 - Keyword Research and Competitive Intelligence

Module 5 - On-Page Optimization

Module 6 - Off-Page Optimization

Module 7 - Duplicate Content

Module 8 - Design and Architecture

Module 9 - Local SEO

Module 10 - Algorithm Updates and SEO Changes

Module 11 - Integrating SEO with Other Disciplines

Module 12 - SEO Tools

Module 13 - How to Build a Successful Career in SEO

Search Engine Optimization Foundations Quiz

Advanced Search Engine Optimization

- Part 1 : Introduction to SEO
- Part 2 : How Search Engines Work
- Part 3 : Keyword Research
- Part 4 : On-Page Optimization
- Part 5 : Website Management and Optimization
- Part 6 : Off-Page SEO
- Part 7 : Planning A New Website
- Part 8 : Market Your Optimized Website
- Part 9 : Analytics and Measurement
- Part 10 : What's Next-Learning Path

Pay-Per-Click (PPC)

Foundation PPC

- Module 01 - Introduction
- Module 02 - Introduction to Pay-Per-Click
- Module 03 - Psychology of Search
- Module 04 - Search Ads and Keyword Targeting
- Module 05 - Increasing Reach with Display Networks
- Module 06 - Reaching Target Audiences
- Module 07 - The Buying Funnel
- Module 08 - Setting and Measuring Marketing Goals
- Module 09 - How PPC Fits into the Digital Strategy
- Module 10 - Reporting and Tracking

Advanced PPC

- Module 01 - Psychology of Search
- Module 02 - Buying Funnel
- Module 03 - Understanding Keyword Organization
- Module 04 - Keyword Match Types
- Module 05 - Negative Keywords and Managing Search Terms
- Module 06 - Keyword Research
- Module 07 - Creating Compelling Ads
- Module 08 - Advanced Ad Features
- Module 09 - Ad Testing
- Module 10 - Ad Extensions
- Module 11 - Campaign Types, Budget, and Reach
- Module 12 - Location and Language Targeting
- Module 13 - Introduction to Audience Types
- Module 14 - How to Segment Data and Create Lists
- Module 15 - Using Audience Lists to Reach Customers
- Module 16 - Introduction to the Display Network
- Module 17 - Display Targeting Options
- Module 18 - Display Ad Formats
- Module 19 - Setting And Measuring Goals
- Module 20 - Bidding and Attribution
- Module 21 - Reporting and Testing
- Module 22 - Ad Group Organization
- Module 23 - Campaign Organization
- Module 24 - Working with Multiple Accounts

- Module 25 - Introduction to Quality Score
- Module 26 - Working with Quality Score
- Module 27 - Quality Score Diagnosis and Pivot Tables
- Module 28 - Setting Up Your PPC Strategy
- Module 29 - Creating Your Account
- Module 30 - Managing Your Account
- Module 31 - Shopping and Video Campaigns
- Module 32 - Automation and Other Tools

Web Analytics

Foundation Web Analytics

- Module 1 - Introduction to Digital Analytics
- Module 2 - Organizational Maturity
- Module 3 - Building Blocks
- Module 4 - Managerial Perspectives of Digital Analytics
- Module 5 - Key Performance Indicators
- Module 6 - Segmentation
- Module 7 - The Analysis Process
- Module 8 - Marketing Management
- Module 9 - Experimentation and Testing
- Module 10 - Reports and Dashboards
- Module 11 - The Digital Analytics Stack
- Digital Analytics Foundations Quiz

Advanced Web Analytics

- Part 1 - Introduction to Digital Analytics
- Part 2 - Building Blocks
- Part 3 - Fundamentals of Digital Analytics
- Part 4 - Business Perspective
- Part 5 - Methodology - Lean Six Sigma
- Part 6 - Data Analysis Fundamentals
- Part 7 - Analysis Perspective: Providing Insights
- Part 8 - Enabling Capabilities
- Part 9 - Managing Analytics
- Part 10 - Audience
- Part 11 - Acquisition
- Part 12 - Behavior
- Part 13 - Conversions Onboarding
- Part 14 - Retention and Expansion
- Part 15 - Advocacy
- Part 16 - Privacy and Ethics
- Part 17 - Wrapping Up

Social Media Marketing

Social Media Foundations

- Module 0 - Faculty Introduction
- Module 1 - Introduction to Social Media
- Module 2 - Social Media Strategy and Planning
- Module 3 - Social Media Channel Management

Module 4 - Social Media Management Tools

Module 5 - Social Media Measurement and Reporting

Module 6 - Social Advertising

Advanced Social Media Marketing

Part 1 - Introduction to Social Media

Part 2 - Building a Sustainable Social Media Strategy

Part 3 - Converged Social Media

Part 4 - Content Marketing in a Social Media World

Part 5 - Visual Social Media

Part 6 - Understanding and Sparking Social Sharing

Part 7 - Storytelling as an Essential Part of Your Social Narrative

Part 8 - Influencer Marketing and Online Reputation Management

Part 9 - Social Media Selling

Part 10 - Social Media Measurement

Brand Management

Course curriculum

Module 01 - Course Introduction

Module 02 - Brand Marketing in the Digital Era

Module 03 - Brand Strategy

Module 04 - The Digital Consumer and CBBE

Module 05 - Nurturing the Brand

Module 06 - Channels

Module 07 - Brand Analytics and Insights

Module 08 - Managing Agency Relationships

Module 09 - Brand Management

Module 10 - Brand Marketing Course Highlights

Digital Marketing Hands-On Project

Master Certification