

Digital Marketing Associate Level Certification



What participants will learn

- Participants will be familiar with the key concepts in digital marketing.
- Participants will get a basic understanding of how Digital Marketing framework helps to identify the most effective marketing channels for an organization's products or services.

Audience Profile

Anyone interested in knowing more about Digital Marketing can take up this course and exam for free.

Takeaways

- High quality online videos
- Classroom study materials
- Mobile Apps
- Engaging case studies
- Full-length simulated exam
- Chapter tests
- Study guides and podcasts
- 10 PMI® PDUs
- SMstudy Certified Digital Marketing Associate certification by SMstudy

Examination Guidelines

An online unproctored exam will be conducted at the end of the course. The exam format is as follows:

- Multiple Choice
- 40 questions for the exam
- One mark awarded for every right answer
- No negative marks for wrong answers
- 30 questions need to be answered correctly to pass
- 60 minutes duration

Prerequisites

There is no formal prerequisite for this course.

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Course Outline

Introduction

- A Brief History of Digital Marketing
- Corporate Strategy Overview
- Aspects of Sales and Marketing
- Levels of Sales and Marketing Strategy
- Marketing Strategy Overview
- Digital Marketing Overview

Understand and Evaluate Digital Marketing (DM) Channels

- Understand Available DM Channels
- Evaluate DM Channels

Plan and Develop DM Channels

- Plan and Develop Website Channel
- Plan and Develop Mobile Channel
- Plan and Develop Social Media Channel

Optimize Website

- Optimize Website for Reach
- Optimize Website for Relationship
- Optimize Website for Reputation

Optimize Mobile/Tablet/Devices

- Optimize Mobile Site and App for Reach
- Optimize Mobile Site and App for Relationship
- Optimize Mobile Site and App for Reputation

Optimize Social Media

- Optimize Social Media for Reach
- Optimize Social Media for Relationship
- Optimize Social Media for Reputation

Other Important Elements of DM Channels

- E-mail Marketing
- Web Analytics
- Search Marketing
- Popular Social Media Platforms
- Affiliate Marketing
- Search Engine Optimization

The theory sections mentioned here will be aided by case studies, exercises and simulations for practical/experiential learning.