



1 COURSE OUTLINE

Course:	An Advanced Professional Certificate in Digital Marketing
Contact Hours:	24 Contact Hours
Pre-requisite:	A Professional Certificate in Digital Marketing I or experience on the job.

1.1 Abstract

This certificate enables participants through the use of practical tools and knowledge to be increasingly functional as marketing professionals in today's fast paced and ever changing digital marketing landscape. Participants will be exposed to techniques, knowledge and strategy designed to equip them to help their organisations be more competitive, more nimble, more cost effective and to build better relationships with their audiences in the Caribbean market place.

1.2 Target Audience

The course is designed for Marketing Assistants, Marketing Officers, Sales personnel, Marketing Managers interested in learning how to take digital marketing and strategies to the next level, creating more robust brands and increasing profit margins.

1.3 Learning Outcomes

On completion of this course, participants will be able to:

- Understand the role that content plays in ensuring an effective social media strategy.
- Understand how they can use digital marketing to build stronger customer/client relationships.
- Become familiar with the advanced aspects of the digital marketing tool kit.
- Understand how digital marketing can help support their overall marketing strategy.

1.4 Topics Covered

Session 1: Effective Strategy Planning (Learning Outcome 1)

- Introduction to the Marketing Information Systems (MKIS) Planning Model
- Understanding Digital Marketing's Fit

Session 2: Branding in the Digital Space (Learning Outcome 2)

- What is Branding?
- Branding Tools
- Branding Challenges



Session 3:Content Development (Learning Outcome 3)

- What is Content Strategy?
- Types of Content
- Content Models

Session 4: Content Development 2(Learning Outcome 4)

- Blogging Basics
- The Role of Video and Video Blogging
- Meme Development

Session 5: Engagement Beyond Likes (Learning Outcome 5)

- Engagement Strategy
- Developing the right “followers”

Session 6: Crisis Management (Learning Outcome 6)

- Types of Crises
- Understanding Trolling
- Planning your Response

Session 7: Big Data (Learning Outcome 7)

- What is big data?
- How can it be used?
- Can it be implemented in small to medium sized organizations?

Presentations/Guest Lecture

- Presentation of Plans

Assessment Criteria

In order to achieve Learning Outcome...	The Learner must...
Understand the role that content plays in ensuring an effective social media strategy.	- Illustrate how each element of the 4Ps and 7Ps have changed due to technology
Understand how they can use digital marketing to build stronger customer/client relationships.	- Demonstrate an understanding of the importance of the organizations website strategy and tactics.
Become familiar with the advanced aspects of the digital marketing tool kit	- Identify the elements of the tool kit and demonstrate a basic understanding of each element.
Understand how digital marketing can help support their overall marketing strategy.	- Outline the elements of the digital marketing plan.