



Course: **A Professional Certificate in Digital Marketing Fundamentals**

Contact hours: **30**

Prerequisite: **None**

Course Aim

This course aims to:

- Introduce participants to the principles and practices of digital marketing.
 - Develop an understanding of customer behaviour in digital environments.
 - Build skills in creating compelling digital content and brand stories.
 - Explore effective social media marketing strategies.
 - Demonstrate how AI tools can support modern marketing activities.
 - Enable participants to design and implement basic digital marketing campaigns.
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Learning Outcomes

Upon successful completion of this course, participants will be able to:

1. Explain key concepts and terminology used in digital marketing.
 2. Identify the major digital marketing channels and their applications.
 3. Develop content suitable for digital audiences and platforms.
 4. Apply digital storytelling techniques to strengthen brand communication.
 5. Create social media marketing plans aligned with business objectives.
 6. Utilize AI-powered tools to support content development and marketing activities.
 7. Evaluate the effectiveness of digital marketing initiatives using basic performance metrics.
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Target Audience

This programme is ideal for:

- Entrepreneurs and Small Business Owners
 - Marketing Assistants and Coordinators
 - Sales Professionals
 - Content Creators
 - Freelancers
 - Recent Graduates
 - Individuals seeking a career in Digital Marketing
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Course Structure

Module 1: Digital Marketing Fundamentals

(10 Hours)

Topics

- Introduction to Digital Marketing
- The Digital Marketing Ecosystem
- Integrated Marketing Strategies
- Understanding the Digital Customer Journey
- Buyer Personas and Target Audiences
- Digital Marketing Channels
 - Websites
 - Search Engines
 - Email Marketing
 - Social Media
 - Mobile Marketing
 - Online Advertising
- Introduction to Search Engine Optimization (SEO)
- Ethical Considerations and Digital Responsibility
- Introduction to AI in Digital Marketing

Practical Activities

- Developing Customer Personas
- Identifying Target Audiences
- Creating a Basic Digital Marketing Strategy

- Exploring AI Marketing Tools
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Module 2: Content Marketing and Digital Storytelling

(10 Hours)

Topics

- Introduction to Content Marketing
- Developing a Content Marketing Strategy
- Types of Digital Content
 - Videos
 - Infographics
 - Short-form Video Content
- Principles of Effective Content Creation
- Brand Voice and Messaging
- Digital Storytelling Techniques
- Storytelling Frameworks for Business
- Content Planning and Editorial Calendars
- AI-Assisted Content Creation
- Content Repurposing Strategies

Practical Activities

- Creating a Content Calendar
 - Developing Story-Driven Marketing Messages
 - Producing AI-Assisted Marketing Content
 - Evaluating Content Effectiveness
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Module 3: Social Media Marketing

(10 Hours)

Topics

- Introduction to Social Media Marketing
- Selecting the Right Social Media Platforms
- Overview of Major Platforms:
 - Facebook

- Instagram
 - LinkedIn
 - TikTok
 - YouTube
 - Platform audience size, relevance, and ROI considerations
- Building Social Media Communities
- Social Media Content Planning
- Social Media Campaign Design
- Influencer Marketing Fundamentals
- Paid vs Organic Social Media Strategies
- Social Media Analytics and Performance Measurement
- AI Tools for Social Media Marketing
- Emerging Trends in Social Media Marketing

Practical Activities

- Designing a Social Media Campaign
 - Creating Platform-Specific Content
 - Scheduling Social Media Posts and Creating a Content Calendar
 - Developing Social Media Performance Metrics
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Assessment

Assessment 1 – Digital Marketing Plan (40%)

Participants will develop a basic digital marketing plan for a business, product, service, or personal brand incorporating digital channels and content strategies.

Assessment 2 – Social Media Marketing Campaign Project (60%)

Participants will create and present a social media marketing campaign including:

- Campaign objectives
 - Target audience analysis
 - Content strategy
 - Content samples
 - Content Calendar
 - Recommended KPIs and evaluation measures
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Teaching and Learning Methods

- Facilitated Online Lectures
 - Interactive Discussions
 - Demonstrations
 - Case Studies
 - Hands-on Activities
 - AI Tool Demonstrations
 - Group Exercises
 - Project-Based Learning
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Certification

Participants who successfully complete the programme and satisfy the assessment requirements will be awarded the:

Professional Certificate in Digital Marketing Fundamentals

SBCS Global Learning Institute

Education That Empowers

Always Learning... Always Evolving.
