



## **TETHRAL DIGITAL MARKETING CURRICULUM COURSE OUTLINE**

### **WEEK 1: Introduction to Digital Marketing**

- ❖ Course Overview & Objectives
- ❖ What is Digital Marketing?
- ❖ Benefits of digital Marketing.

### **WEEK 2: Define Your Business & Target Audience**

#### **A. How To Define & Position Your brand.**

- ❖ Brand Purpose.
- ❖ Unique Selling Proposition.
- ❖ Brand Personality.

#### **B. How To Define Your Target Audience.**

- ❖ Who Is Your Target Audience.
- ❖ Validate Your Business Idea.

Week 2 Assessment.

### **WEEK 3: Brand Identity**

- ❖ What Is Brand Identity?
- ❖ Introduction to Colors, Fonts, Images & Logos.
- ❖ Brand Identity Free Tools.
- ❖ Introduction To Graphics Design.
- ❖ Graphics Design Tools.

Week 3 Assessment.

#### **WEEK 4: Email Marketing**

- ❖ Email Marketing Funnel.
  - ❖ Email Marketing Tools.
  - ❖ Lead Magnet.
  - ❖ Lead Magnet Tools.
- Week 4 Assessment.

#### **WEEK 5: Copywriting**

- ❖ Keys & Commandments of a Great Copy.
  - ❖ Copywriting Tips for Articles.
  - ❖ Copywriting Tips for Social Media.
- Week 5 Assessment.

#### **WEEK 6: Content Marketing 101**

- ❖ Content Marketing Plans.
  - ❖ Content Marketing Strategy.
  - ❖ AI for Content Marketing.
- Week 6 Assessment.

#### **WEEK 7: Search Engine Optimization (SEO)**

- ❖ Introduction to SEO & its Importance.
  - ❖ Keywords & its Importance.
  - ❖ Keyword Research Tools.
  - ❖ Analytics and Reporting
- Week 7 Assessment.

#### **WEEK 8: Social Media Marketing**

- ❖ Introduction to Social Media Marketing.

- ❖ Method of Advertising on Social Media.
  - ❖ Paid Advertisement
  - ❖ Social Media Strategy.
  - ❖ Facebook
  - ❖ Instagram
  - ❖ Twitter
- Week 8 Assessment.

**WEEK 9: Project Presentation.**