



SYLLABUS

Course	Digital Marketing
Instructor	Certified American Academy Instructor
Certificate	International Business Strategy Professional
Descriptions	Digital innovations such as big data and analytics, cloud and mobile solutions, social media, and the Internet of Things are changing the dynamics of competition across industries. Business leaders know they must transform their organizations in response, but they do not know how. Having the right technologies in place is important, but not sufficient. The full benefits of digital transformation can only be realized through a clear understanding of digital technologies, a visionary digital strategy, appropriate organizational change, and extensive capability building. We have designed the Digital Marketing syllabus to cover the aspects of Internet, Social Media and Mobile Marketing that we think are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR. The training encompasses the channels, platforms and techniques covered over the intensive 4-day training course should be at the core of any general marketing plan and form the foundation for digital marketing activity, whether in-house or outsourced to third party agencies and consultants. The American Academy certified tutors will work hard to share their experience and expertise in the time available, giving participants that a general overview of each aspect of Digital Marketing and sharing techniques and strategies that the participants can implement effectively for business growth and development of business. By the end of the program, the participants will have



	developed a powerful digital business model that responds to the needs of the internal and external stakeholders of the participants' organizations. The program will combine case studies, lectures, discussions, deep dive sessions, technology demonstrations and challenge projects to deepen participants understanding of the digital opportunities and threats that have the power to transform their business. The participants will be immersed in the latest digital tools and trends to help participants to discover new ways to create value for participants' customers such as: • Analytical tools and applications • Mobile tools and applications • Platforms to build shareable digital capabilities • Social media applications
Objectives	After the completion of the training, participants are expected to have the digital business transformation insights and capabilities such as: • Develop digital marketing strategy that leverages organization competitive advantage and preserves it for the future • Adapt the structures and processes of the organization to take advantage of digital marketing opportunities and reduce digital threats • Recognize new digital marketing technologies that will impact participants' business organizations • Identify new products and markets that can be accessed through digital marketing technologies • Roll out the capability development process to support the digital marketing change in the participants' organizations • To become a digital marketing leader, organizations must develop digital business agility, which combines hyperawareness, informed decision making, and fast execution



Target Audience	The Digital Business Transformation training and certification by <i>International Board of Standards</i> is designed for business and marketing leaders and senior managers from all business areas, such as marketing, operations, IT, and strategy, who wish to develop a strategic roadmap for digital business transformation in their organizations.
Duration	4 Days
Course Descriptions ➤ Overview Of Digital Marketing ➤ Case Study Presentations ➤ Briefings (Online Payments, Disability Web Access, Surveys & Forms, Affiliate & Voucher Marketing, Crowdsourcing) ➤ Web Marketing ➤ Search Engine Optimisation (SEO) ➤ Online Advertising ➤ Social Media Marketing (Facebook & LinkedIn) ➤ Mastering Google (AdWords Advertising, Analytics & Applications) ➤ Micro Blogging - Twitter ➤ Copy Writing For The Web, Social Media & Mobiles ➤ Mobile Marketing ➤ Email Marketing ➤ Video & Audio (Podcasting) Marketing ➤ Strategic & Action Planning ➤ Presentations & Review	
Case Studies	The participants will be involved in the simulations as related to the actual topics of case studies such as: <i>search engine optimization, web marketing</i> , and etc.