Diploma in Digital Marketing Level 4

Unit's structure of the qualification:

1. **Introduction to Digital Marketing**
2. **Search Engine Optimization**
3. **Social Media Marketing**
4. **Portfolio Management**

1   Diploma in Digital Marketing

1.1 Qualification Objective

The program is intended for students who wish to pursue a professional career in the creative discipline of digital and print media and it will also help students in creative planning and execution of visual communication. Furthermore, the program aims at equipping the students to develop their mental faculties of observation, imagination, and creation and develop skills and sensitivity towards the use of visual elements for an effective visual communication.

This program aims to produce highly employable graduates who are ready to create Business Contributions, Marketing Outcomes, and Customer Service effectively for any organization.

Students will be assessed through different methods which include assignments, exams, group presentation etc. Most of the learning is built practically in response to real world situation.

1.1.1 Entry Requirements:

- A Score of 70% or above in Entrance Examination
- Basic Computer knowledge
- Senior School Graduate / School dropouts
- An unemployed youth with at least Grade 9 Certificate
- To be able to read, write and understand English Language

1.2. Total Credit Value (Contact Hours + Non-Contact Hours): 210 hours

Contact Hours: 144 hours / 6 Months
Units Structure of the Qualification, Level and Credit Value

Diploma in Digital Marketing	Level	Credit Hours
Introduction to Digital Marketing	Level 4	30
SEO (Search Engine Optimization)	Level 4	30
Social Media Marketing	Level 4	48
Portfolio Management	Level 4	36
Total Contact Hours		**144CH**

Non-Contact Hours: 66 hours

Assignments and Tutorials

Diploma in Digital Marketing	Level	Assignment Hours	Tutorials Hours	Total Hours
Introduction to Digital Marketing	Level 4	5	10	15
SEO (Search Engine Optimization)	Level 4	10	10	20
Social Media Marketing	Level 4	10	10	20
Portfolio Management	Level 4	5	6	11
Total Non-Contact Hours				**66 NCH**

1.3. Assessment Grades and Methods:

PERCENTAGE (%)	GRADE	DESCRIPTION
80 – 100%	A	Distinction
70 – 79%	B	Excellent
60 – 69%	C	Very Good
50 – 59%	D	Good
40 – 49%	E	Pass
30 – 39%	F	Fail

1.4. Practical training / industrial attachment/internship

IIHT Gambia Limited has entered into an agreement with a couple of ICT companies in the Gambia to provide internship opportunities for its most outstanding students from various programs upon successful completion of their programs of study. We also use Radio and Newspaper adverts to help our students to get placement in their various fields of specialization. In addition, we also obtain letters of intent from prospective companies expressing interest in hiring our students in specific job areas.

We do provide our students with placement services and in job search through Resume/CV preparation, interview questions, drafting employment application letters etc. We also do have a good working relationship with a couple of organizations in the country such as Gamjobs.com, GRA, KMC, MRC, GPA, and The Gambia Bankers' Association.

The following methods will be used to assess students in their various programs of study:

Daily Assessment of Students through the Training Management System (TMS) – We will use our TMS for daily assessment of students' levels of understanding of each lesson taught in class. By the end of each week, a comprehensive performance/program report will be generated for each student/trainee in each program for necessary action taking.

Assessing Students Using Google Forms – We do also use Google Forms to conduct Module-end exams for students in various programs. Questions are normally sent to students/trainees electronically to which they are expected to respond. With Google Forms, there is no risk of data loss as students' performance reports can always be retrieved at any time so long as there is proper internet connection.

Assessing Students through Mini-Projects – Students at the end of each Module and/or upon successful completion of the entire program enrolled for will be tasked to work on Mini-Projects as a group. This may take the form of developing a static Website, or to design a local area network for internal communication or to develop a disaster recovery plan for chosen companies based on which they will also be graded. This can serve as a pathway for students/trainees to venture into their own private businesses.

Final Examinations – Upon completion the whole program, students/trainees will take a final online examination to be conducted by our Head Office, IIHT Technologies Private Limited in India which will lead to the awarding of their Professional Diploma in their field of study.

ASSESSMENT METHOD	MARKS
Practical:	60%
• Daily Quiz (oral, written and online) • Projects/Assignments • Demonstration (individual & group) • Presentation (individual & group)	
Theory:	40%
• Module test (written & online) • Final examination (written & online)	
TOTAL	100%

Introduction to Digital Marketing

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them. So, how is digital marketing different from traditional marketing?

The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behaviour.

Digital marketing achieves targets of marketing a business through different online channels.

Main topics of study:

• What is Digital Marketing
• Benefits of Digital Marketing
• Role of Digital Marketing
• Type of Digital Marketing

SEO (Search Engine Optimisation)

SEO stands for Search Engine Optimization. SEO is all about optimizing a website for search engines. SEO is a technique for:
- Designing and developing a website to rank well in search engine results.
- Improving the volume and quality of traffic to a website from search engines.
- Marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of search engine marketing. SEO is also referred as SEO copyrighting, because most of the techniques that are used to promote sites in search engines, deal with text.
If you plan to do some basic SEO, it is essential that you understand how search engines work.

Main topics of study:

- Introduction to SEO
- Tactics and Methods
- Optimization of keywords and meta tags
- Mobile SEO techniques
- Do's & Don'ts of SEO

Social Media Marketing

Social Media Marketing is the manner of generating website traffic or attracting viewers and customers through social networking websites such as Facebook, Pinterest, LinkedIn, Twitter, and so on. Social media marketing is a subset of digital marketing.
Social networking websites are a great solution to this challenge. The basic technique here is to share engaging posts and the right content created for the desired audience. Then the audience helps by sharing the content further, which in turn reaches further. Hence there is another option of advertising the product, services, or ideas on the social networking websites where there is less degree of competition.

Main topics of study:
- Introduction to Social Media Marketing
- Social Bookmarking
- Video Marketing
- Social Media Analytic
- Facebook , Instagram, and LinkedIn Marketing

Portfolio Management

Marketing portfolio is a great way to highlight your best work whenever you need to show what you've already done as a marketer or contact potential customers. It can not only help you land a freelance contract easier, but it will also save you time spent presenting your previous work to others during in-person interviews or calls. What you've worked on will be organized and easily accessible. No need to create additional documents or write long emails about your previous experience.

Main topics of study:

- Your bio
- Contact details
- Examples of your work (with links or screenshots)
- Call to action

1.5. Learning Outcomes and Assessment Criteria

Learning Outcomes	Assessment Criteria
Understanding the importance of Digital Marketing in the current trend.	**Practical** • Daily Quiz **Theory:** • Module Test
Bringing out the effective way of resulting a website by using SEO (Search Engine Optimization)	**Practical** • Daily Quiz • Demonstration / Presentation: Based on the requested technique students should optimize the search results. **Theory:** • Module Test
Integrating of SEO techniques and implementing them on different social media platforms like Facebook, Instagram, YouTube and etc., to achieve target audience.	**Practical** • Daily Quiz • Demonstration / Presentation: Integrating the Ads created into their business social media accounts **Theory:** • Module Test
Ability to create and manage own/ companies website to reach a large amount of audiences	**Practical** • Daily Quiz • Demonstration / Presentation: Creating some Vector based graphics and present them for evaluation. **Theory:** • Module Test

Job Roles:

1. Search Engine Optimizer
2. Social Media Manager
3. Content Writer
4. AdWords Expert
5. Email Marketing Manager
6. Google Analytics Expert
7. Digital Marketing Executive

References and Bibliography

- Click Millionaires – Scott Fox
- The Art of Social Media – Guy Kawasaki
- SEO 2020 – Adam Clarke
- DotCom Secrets – Russell Brunson
- The Circle of Profit – Anik Singal

Prescribed Textbooks (for Learners)

     i.   IIHT E-Text books