



# Professional Diploma in Digital Marketing

ONLINE LEARNING


Validated by the  
**Syllabus Advisory Council (SAC)**



DIGITAL  
**MARKETING**  
INSTITUTE

## Content

# Professional Diploma in Digital Marketing



- Welcome
- Course overview
- Course content
- How is the course delivered?
- Course assessment
- Qualifications Roadmap
- Subject Matter Experts
- Syllabus Advisory Council
- Past students





Welcome |

# The business world is evolving faster than ever before...

Digital Marketing Institute programmes deliver the framework and tools needed to meet the challenges of our economy today - and tomorrow.

Transform your career and company with a programme grounded in the realities of modern business and the connected society. Learn with some of Europe's leading Digital Marketing experts.





The Digital Marketing Institute is the world's leading professional institute in the field of Digital Marketing. Working closely with expert-practitioners, the Institute promotes best current practice, theory and applied skills in Digital Marketing for individuals and organisations.



Meet and exceed your Digital Marketing goals through application of the latest trends, and attain the world's most widely taught and valued professional qualifications in Digital Marketing.





# Course Overview

## Who is this course for?

The Professional Diploma in Digital Marketing is ideal for anyone involved in the planning, implementation or measurement of digital strategies – or anyone who would like to pursue a career in this area.

The Professional Diploma in Digital Marketing course is a rounded introduction to all the core digital marketing disciplines, and will prepare you to take up a more specialist role within the overall marketing domain.

## What can you expect?

Through dynamic lectures, case studies and small group discussions, you will be exposed to the latest methods, techniques and tools for improving your organisation's Digital Marketing and brand-building efforts.

## What will you learn?

The Digital Marketing Institute's panel of practitioner-lecturers has specifically structured the curriculum to focus on current trends and best practices in Digital Marketing. As well as creating innovative strategies, you will also learn how to leverage these strategies to gain competitive advantage for both your business and your career.



# Course Content

The Professional Diploma course focuses on the planning, implementation and measurement of your Digital Marketing strategy.

## **There are ten modules in the course:**

Module 1	Introduction to Digital Marketing
Module 2	Search Marketing (SEO)
Module 3	Search Marketing (PPC)
Module 4	Digital Display Advertising
Module 5	Email Marketing
Module 6	Social Media Marketing (Part 1)
Module 7	Social Media Marketing (Part 2)
Module 8	Mobile Marketing
Module 9	Analytics
Module 10	Strategy & Planning



## MODULE 1

# Introduction to Digital Marketing

The Introduction to Digital Marketing module enables you to harness the power of Digital Marketing as a core driver of the marketing strategy for your organisation. You will understand the foundation principles of Digital Marketing, and be able to distinguish how it differs from traditional marketing.

This module will also introduce you to the Digital Marketing Institute Methodology, an iterative framework that outlines the foundation tenets of Digital Marketing and the visual scheme that provides the basis for implementation of the different channels.

### Topics covered include:

#### The Digital Marketing Institute Method

- Definition of the DMI Method
- Principles
- Our Tools
- The DMI Framework
- The DMI Quality Scale

#### Digital Marketing

- Key Concepts of Digital Marketing
- Traditional v. Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Market Research v. Market Reality





## MODULE 2

# Search Marketing (SEO)

The Search Engine Optimisation module examines the various tactics for enhancing your website's position and ranking with search engines.

The module covers the key concepts and terminology used within the field of SEO and equips marketing professionals with the technical know-how, understanding and insight to build and maintain an effective SEO strategy.

You will learn about the range of specialist tools that are available to help common search engines find, view and rate websites. With this in mind, you will learn about on-page optimisation techniques and

understand the process of effective keyword research and selection.

You will understand the importance of content updates and will learn about applying appropriate meta tags in order to drive site optimisation. Students will understand the concept of ranking and be able to perform a range of off-page optimisation activities to improve your site ranking and positioning, such as link building.

At the end of this module, you will be able to monitor and manage your SEO activity by setting a baseline and regularly measuring activity against expectation. You will also be aware of data protection and privacy issues associated with SEO.

### Topics covered include:

- Key SEO Concepts
- Search Results & Positioning
- Benefits of Search Position
- Stakeholders in Search
- Mechanics of Search
- On-Page Optimisation
- The SEO Process
- Customer Insights
- Analysis & Review
- Keyword Research & Selection
- Content Updates & Layout
- Meta Tags
- SEO Site Map
- SEO Google Search Console
- Off-Page Optimisation
- Inbound Links & Link Building
- Ranking
- Laws & Guidelines



## MODULE 3

# Search Marketing (PPC)

The Pay Per Click module demonstrates how to implement and manage search advertising campaigns. Lectures will cover the key concepts and terminology used within the field of PPC and will equip you with the technical understanding and skills to build and maintain an effective PPC strategy.

You will understand the fundamentals of search marketing and appreciate the mechanics of how PPC systems function. Students will develop advanced keyword research and selection skills and learn how to apply these to Adwords campaigns.

You will be able to analyse current Search Marketing activity and target your campaign to key audience groups in order to enhance and improve click through rates. You will recognise the features of strong ad copy, and develop your skills in writing compelling ads.

Learn how to set and manage budgets for Adwords campaigns, and measure and analyse their effectiveness by exporting detailed campaign management reports in order to see how they align with established baseline expectations. You will also be aware of relevant data protection and privacy issues associated with PPC.

### Topics covered include:

- Key PPC Concepts
- Strengths of Pay Per Click
- Keyword Research
- Google PPC
- Research Tools
- Search Campaign Process
- Keyword Selection
- Ad Copy
- Landing Pages
- Targeting
- Budgets
- Scheduling
- Display Networks
- Ad Centre
- Campaign Management
- Conversion Tracking
- Conversion Metrics: CPA, CTR
- Bidding
- Analytics
- Laws & Guidelines



## MODULE 4

# Digital Display Advertising

The Digital Display Advertising module equips you with the skills and knowledge to implement and manage effective digital display campaigns.

The module covers the core concepts and terminology associated with digital display advertising, and explores what is involved in developing and managing effective ad campaigns.

You will develop a comprehensive understanding of the creation and deployment of digital display advertising, learning about the wide range of ad display formats and how to select the most

appropriate ad format for your campaign target audience.

You will be able to develop clear campaign objectives and measure and optimise your campaign based on firm results analysis. Students will be able to research and use a range of campaign publishers, and know what pricing metrics such as CPM, CPC, CPL and CPA entail commercially.

You will also learn how to use the standard Digital Media Planning Process to obtain the best possible return on your digital display advertising efforts.

### Topics covered include:

- Key Digital Display Concepts
- Benefits of Digital Display
- Challenges of Digital Display
- Business Value
- Running Effective Ads
- Ad Formats
- Ad Features
- Ad Display Frequency
- Campaign Planning
- Campaign Steps
- Target Audience
- Campaign Objectives
- Campaign Budget
- Creative Formats
- Targeting
- Tracking your Campaign
- Optimising the Campaign
- Laws & Guidelines



## MODULE 5

# Email Marketing

The Email Marketing module covers industry best practices for creating and delivering effective email marketing campaigns.

The module covers the four foundational aspects of email marketing: Subscriber Management, Email Design, Delivery and Reporting. You will learn how to develop and manage a subscriber database, and become familiar with the features within third party email systems and solutions.

You will be able to plan a marketing segmentation strategy for your target audience and recognise what makes for good

email design in terms of user centric content, coherent layout and an attractive design.

Students will understand what split testing entails, and will be able to use key metrics to report on the effectiveness of your email marketing campaigns, including open rates, click-through rates, unsubscribes and bounces.

You will be able to monitor and evaluate email marketing analytics, and be aware of data protection and privacy issues associated with email marketing.

### Topics covered include:

- Key Email Marketing Concepts
- Campaign Process
- Online Data Capture
- Offline Data Capture
- Segmentation
- Email Design
- User Behaviour
- User Characteristics
- Email Copy
- Email Structure
- Email Delivery
- Email Systems
- Filtering
- Scheduling
- Measurement
- Key Terms & Metrics
- Split Testing
- Laws & Guidelines





## MODULE 6

# Social Media Marketing (Part 1)

The first Social Media Marketing module enables you to effectively engage with customers across a diverse range of social media platforms.

You will appreciate the emerging trends in the social media space and the opportunity afforded by the 'always connected' social consumer. You will recognise the suitability of different social platforms for your aims and objectives, and appreciate the challenges of social media.

You will be able to select and prioritise different goals for your organisation, your customers and your products and services, as

well as recognise the different social media communication styles that apply to different audiences.

This module covers the key concepts and terminology used in social media, and you will be able to configure social media accounts across Facebook, Twitter, LinkedIn, YouTube and Google +, as well as learning about the new emergent social platforms.

Understand how to implement appropriate privacy settings across your social media, and develop profiles that engage across a range of social media platforms.

### Topics covered include:

- Key Concepts
- Social Media Goals
- Setting Goals and Priorities
- Facebook Features
- Facebook Newsfeed
- Facebook Insights
- Facebook Business Page
- Twitter Features
- Twitter Engagement
- LinkedIn Setup & Profile
- LinkedIn Features
- LinkedIn Company Page
- Google+ Setup
- Google+ Features
- Google+ Insights
- Google+ Analytics
- Google+ Brand Page
- YouTube Setup
- YouTube Channels
- YouTube Channels
- YouTube Features
- Tumblr
- Blogging



## MODULE 7

# Social Media Marketing (Part 2)

The second Social Media Marketing module explores how to implement social advertising features to build and sustain relationships with customers. You will appreciate the challenges of implementing an effective Social Media strategy for your business, with a focus on the importance of listening as the critical starting point.

Addressing social media platforms such as Facebook, Twitter and LinkedIn, you will learn how to use advanced features such as Events, Groups, Promotions, Offers and Jobs. You will also be able to implement social plug-ins and integrate third party

applications, such as ecommerce.

Learn how to set suitable goals for your chosen social media platforms, and create and manage your campaigns to budget and schedule.

You will be able to accurately measure the effectiveness of your social media campaigns using analytics, and be able to evaluate information about budgetary spend against baseline expectations.

Lastly, you will be aware of privacy and data protection issues associated with social media marketing.

### Topics covered include:

- Implementing Social
- Social Listening
- Content Planning
- Scheduling Tools
- Facebook Advertising
- LinkedIn Groups
- LinkedIn Advertising
- Twitter Advertising
- Pinterest
- Instagram
- Snapchat
- Facebook Insight
- Google+ Insight
- YouTube Insight
- Facebook Analytics
- Twitter Analytics
- LinkedIn Analytics
- Laws & Guidelines



## MODULE 8

# Mobile Marketing

The Mobile Marketing module focuses on utilising the power of mobile technologies as a way to access increasingly mobile consumers.

You will understand emergent trends within the mobile space, and recognise the new opportunity afforded by “always on” mobile devices when interacting with specific audiences based on context and location.

This module covers the key concepts and terminology used within the field of mobile marketing and will equip you with the technical knowledge and skills to build and maintain an effective mobile marketing strategy.

Learn how to run effective SMS campaigns and explore technologies such as NFC, Mobile Sites, Apps and Bluetooth. You will recognise the importance of suitable campaign messaging, and the need to validate marketing activity with campaign trials, review and ongoing analytics measurement.

Apply our six step process for designing and developing effective Mobile Apps and understand how mobile marketing integrates with the latest advances in social media marketing. The module also covers data protection and privacy issues associated with mobile marketing.

### Topics covered include:

- Key Mobile Marketing Concepts
- Trends in Mobile
- Opportunities & Risks
- Mobile Devices
- SMS Content
- SMS Strategy
- Mobile Advertising
- Mobile Optimised
- Websites
- Mobile Apps
- Attributes of Effective Apps
- DMI 6 Step Process for Mobile Apps
- Proximity Marketing
- Bluetooth
- QR Codes
- Mobile Coupons & Ticketing
- Implementation
- Strategic Steps
- Marketing Goals
- Review & Testing
- Key Trends
- Social Media Channels
- Laws & Guidelines



## MODULE 9

# Analytics

The Analytics module enables you to fully measure, monitor and optimise your Digital Marketing activities.

You will learn how to build an online reporting structure for your business, and learn about the range of specialist tools that are available to help you understand how to measure and monitor online traffic.

You will understand the rationale and business benefits of adopting a formal analytics programme, and learn how to set up accounts, profiles and permissions to apply analytics tracking across your websites.

Discover how to align business KPIs with your analytics goal configuration, and utilise

the features of Google Analytics to develop a detailed profile of your target audience's location, demographics, technology, devices, interests and more.

Learn how to assess the effectiveness of your website's technical performance and download speed, and how to measure levels of user engagement and conversion by tracking activities such as downloads, video views, purchases and registrations etc.

Create and schedule customised reports and explore the real time and intelligence reporting capabilities of Google Analytics. As with the other modules, you will also be aware of data protection and privacy issues associated with website analytics.

### Topics covered include:

- Key Analytics Concepts
- Goal Set-up
- Account Set-up
- Analytics Code
- Analytics Profiles
- Goal Configuration & Funnels
- Audience
- Dashboard
- Technology
- Advertising
- Adwords Campaigns
- Traffic Sources
- Scheduling & Delivery
- Bounce Rate
- Site Speed
- Site Search
- Events
- Conversions
- eCommerce
- Reporting
- Real Time Reporting
- Intelligence Reporting
- Customised Reporting
- Laws & Guidelines





## MODULE 10

# Strategy and Planning

The Strategy and Planning module provides a structured approach for bringing together all the strands of the Professional Diploma in Digital Marketing, to create a coherent Digital Marketing Plan.

This module is based on the Digital Marketing Institute Methodology, which incorporates a nine step process based on three distinct parts. Part one includes a situation analysis exercise, a formal information gathering process, and an audience definition exercise.

Part two develops a set of clear and meaningful objectives for the Digital Marketing Plan. Appropriate tools are selected on the basis of the anticipated

audience(s), and objectives and budget are set based on the channels detailed within the Digital Marketing Institute Framework.

An action plan is developed to provide a coherent project structure, including milestones, deliverables and resources. Part three of the Digital Marketing Institute Methodology emphasises the importance of an iterative process of monitoring, analysis and enhancement based on performance.

The Strategy and Planning module provides you with the skills to create a formal Digital Marketing plan for your organisation, which will allow you to implement a successful and effective Digital Marketing strategy.

### Topics covered include:

- Key Strategy & Planning Concepts
- First Steps
- Planning
- Situation Analysis
- Information Gathering
- Target Audience
- Setting Objectives
- Appropriate Tools
- Action Plan
- Setting the Budget
- Measurement
- Iteration & Enhancement
- Laws & Guidelines



# Course Delivery



# Supporting your online learning journey...

The Professional Diploma in Digital Marketing is available to study online via the Digital Marketing Institute's dynamic online learning environment, known as the **Class Network**.

How we can guide you through your online learning journey:



Access HD video lectures with accompanying downloadable course material.



Discussion forums, to interact with fellow students and a tutor with an expertise in digital skills and practices.



Access resources to help you with your studies including self-directed practical exercises and recommended reading.



The Class Network also contains information on the exam, which you must complete successfully to achieve certification.



Your Programme Manager is available to support you during your study and assist with any administrative related queries you may have.



The Class Network can be accessed 24/7 through your desktop or mobile device.







## Course Assessment

The assessment for the Professional Diploma in Digital Marketing is based on a formal computer based examination that will measure individuals knowledge and Digital Marketing proficiency following completion of the programme.

**The duration of the exam is 180 minutes.**

A range of different question formats are used including Text based Multiple Choice, Image based Multiple Choice, Matching and Hot Spot questions.

Our computer-based examinations are delivered through Pearson VUE test centre network which consists of over 5,200 centres in 180 countries. The use of Pearson VUE to deliver our exams increases the value of international certification offered by the Digital Marketing Institute and provides students with a quality examination experience.





# Qualifications Roadmap

The Digital Marketing Institute provides a Qualifications Roadmap through which students can progress, gaining a greater depth of skills as you advance through the courses.

The roadmap below displays the progression of qualifications, allowing you to identify your position within the Digital Marketing education path.



# Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.



The course made the whole digital realm seem less complicated and actually very easy to navigate given the right tools.

Conor O'Sullivan





# Syllabus Advisory Council

The Syllabus Advisory Council, representing the world's largest and most influential digital brands, validates all Digital Marketing Institute course content.

By providing expert review and recommendations on a regular basis, the Council ensures that graduates of the Digital Marketing Institute have learned the most up to date digital skills, core competencies and knowledge needed to thrive in their digital careers.

The Syllabus Advisory Council works with the Digital Marketing Institute to define the skills agenda and address the global digital skills shortage. The Council ensures that our courses are developed in alignment with the digital economy's most in-demand digital needs and skillsets.

The Syllabus Advisory Council includes experts from;



facebook

Google

LinkedIn

Microsoft





# Certification

The Digital Marketing Institute is the global certification body for Digital Marketing education. Our syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 8 corresponds to level 5 on the European Qualifications Framework (EQF).



# Global partners

Digital Marketing Institute courses are also available to study through our network of Global Partners. Exclusively selected and trained by the Digital Marketing Institute, our Global Partners are licensed to deliver our educational courses in locations across Europe, Asia, Africa and Latin America.

For details of your nearest classroom location, please visit [digitalmarketinginstitute.com](https://digitalmarketinginstitute.com)



# Our students are thriving

Past students of Digital Marketing Institute courses have worked with some of the world's leading brands and companies

Microsoft

facebook

ebay

Google



Linked in



NOKIA



accenture

citibank



For more information or to  
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