



## **Quintessential Institute for Computer Studies (aka. Tech Culture)**

### **Digital Marketing Training** (course overview)

A comprehensive training program designed to equip our students with the skills and knowledge required to excel in the dynamic field of Digital Marketing.

Our trainees will gain expertise in various digital marketing procedures, tools, and strategies essential for success in the digital landscape.

We have short program (a basic introduction to digital marketing) 1 day

The intermediate (basic and fundamentals of digital marketing) 1 week

While we have the main program (covers our well-crafted syllabus for the course) 6 – 9 weeks

#### **Target Audience:**

Marketing professionals seeking to expand their digital marketing skills

Entrepreneurs and business owners aiming to leverage digital channels

Students and graduates interested in pursuing a career in digital marketing

Anyone looking to enhance their online presence or promote products/services digitally

#### **Course Outline:**

##### **Week 1-2: Introduction to Digital Marketing**

Fundamentals of Digital Marketing Landscape

Digital Marketing - Vs. - Traditional Marketing

Key Digital Marketing Trends

##### **Week 3-4: Content Marketing**

Google Applications – a strong foundation for online presence, gain access and how to use all Google tools:

Blogging and monetization,

How to create YouTube Channel,

Google Business profile and more

Content Creation:

Using Search Engines for research

Keywords methodology for Search Engine Optimization (SEO)

Open AI (How to write prompt, manipulation for specifications)

### **Week 5-6: Website Design and Development**

Website Fundamentals (Domain Name Registration & Hosting)

Basic HTML (how to read and understand coding)

Identifying CSS & JAVA Script

Using AI command prompt to write code

Understanding the C-Panel – creating custom e-mails etc.

Installation of Content Management System (WordPress)

Working inside your Dashboard

Identifying different Website Builders

Theme Analysis

Plugins Analysis (uploading & activation)

### **Week 7-8: Social Media Marketing (The Market Place)**

Social Media Integrations

Business Fundamentals, tactics & Strategies

Different Platforms methodology (Facebook, Instagram, Twitter, LinkedIn, etc.)

Organic & Paid Advertising on Social Media

### **Week 9-10: Graphics**

Graphics for Creativity & Business

Corel Draw

Mobile Photography

Mobile Video Shooting & Editing

Working with Pictures

### **Week 11-12: Project & Certification**

Your project will be designing a website based on your choice of niche using your own unique style, contents, tactics and strategy

Note: If well implemented, I guaranty and certify the student as a virtual assistant and a freelancer immediately.