

Introduction to Digital Marketing

- Business strategy and marketing
- Brand strategy

Marketing Analytics

- Introduction to marketing analytics
- Excel, Statistics and Data Visualization
- Metrics, Sources and Statistics
- Segmentation, Targeting and Tracking
- Testing & Experimentation
- Budgeting & Planning
- Presenting & Storytelling
- Mid-course lab

Acquiring and Engaging Users

- UX Fundamentals & Trends
- Developing a content strategy
- Activation & Retention
- Email Marketing
- Search Marketing
- Social Media Management & Influencer Marketing
- Facebook Advertising
- Twitter, LinkedIn & Display Advertising
- Final Presentations