



Digital Marketing Essentials

Course overview

Ages:	16+	English level:	Intermediate B1+	Starting Dates:	04 Mar, 24 Jun, 14 Oct
Duration:	4 weeks	Academic info:	15 hours per week	Location:	London, Toronto, Dubai and Malta
				End of course certificate:	

Course description

Unlock the Power of Digital Marketing. Join our comprehensive 4-week course to learn essential digital marketing skills and give a boost to your career or business while also enhancing your English language skills.

Week 1: Introduction to Digital Marketing - Explore the dynamic world of digital marketing, learn about the digital marketing mix, and draw inspiration from impactful campaigns. Look at website design and user experience to set the stage for your journey.

Week 2: Search Engine Optimization (SEO) - Discover the science of SEO. Increase your knowledge of keyword research, optimize on-page and off-page factors.

Week 3: Pay-per-click Advertising (PPC) – This week will explore paid advertising. Discover how to create and manage Google Ads campaigns, use keywords effectively, and learn how to maximize your marketing investments.

Week 4: Social Media Marketing and Content Strategy - Improve your social media game and craft compelling content. Develop a strategic approach to social media and measure the results of your efforts.

This course blends input with real-world case studies, collaborative teamwork, and individual assignments to equip you with the professional marketing skills you need. Complete your journey with a practical final project, where you'll create a digital marketing plan for a small business or personal brand.

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Sample Timetable

Week One example timetable:

	Monday	Tuesday	Wednesday	Thursday	Friday
Session 1	<p>Welcome and Icebreaker Digital Marketing Bingo.</p> <p>Interactive presentation Overview of digital marketing and its global importance.</p> <p>Group Activity Digital Marketing Mix Challenge – students work in groups to research and present different elements of the marketing mix and discuss how these components work together for a successful campaign.</p>	<p>Group presentations on global digital marketing trends.</p> <p>Input - the digital marketing mix: SEO, SEM, social media, and email marketing.</p>	<p>Vocabulary Expansion</p> <p>Explore essential English terminology in digital marketing.</p> <p>Introduction to website design and user experience.</p> <p>Practical Activity - Website Critique (students assess a website for user-friendliness).</p>	<p>Vocabulary Building Learn web design and UX terminology.</p> <p>Activity Design Your Dream Website (students design a mock website's layout).</p> <p>Group Presentation Students present their dream websites and explain the user experience.</p> <p>Write a short reflection on what makes a website user-friendly.</p>	<p>Vocabulary Expansion Learn storytelling terminology in the context of digital marketing.</p> <p>Activity Create a Digital Marketing Storyboard (students craft a visual storyboard for a campaign).</p> <p>Prepare presentation for final session, consolidating all the new skills learnt during the first week.</p>
Session 2	<p>Case Study Analysis Explore a successful digital marketing campaign and discuss findings.</p> <p>Group Discussion "The Impact of Global Digital Marketing Trends." Prepare a brief presentation on a global digital marketing trend.</p>	<p>Group Work Mix Match Challenge (students match marketing tactics to the correct mix element).</p>	<p>Pairwork Prepare and film a short video on improving website user experience.</p>	<p>Case Study Analysis Explore a global digital marketing case study and identify key strategies.</p> <p>Group Discussion The Art of Storytelling in Digital Marketing. Analyse a favourite brand's digital marketing strategy.</p>	<p>Presentations Present initial ideas for a campaign for English Path courses or other chosen subject.</p>

What you'll learn

By the end of this course, you should be better able to:

- explain the importance of digital marketing in today's world and provide a comprehensive overview of its core components.
- understand and differentiate between key elements of the digital marketing mix, such as SEO, SEM, social media, and email marketing.
- demonstrate the ability to critically analyse successful digital marketing campaigns and derive key takeaways for future applications.
- understand how search engines function, the significance of SEO, and should be able to conduct keyword research and selection for websites.
- implement on-page optimisation techniques, including title tags, meta descriptions, and heading tags, to improve a website's search engine ranking.
- use off-page SEO strategies, encompassing link building, social media utilisation, and local SEO for enhancing website visibility.
- to create and manage effective Google Ads campaigns. They will understand keyword selection for PPC and be able to measure and optimise campaign performance.