



NANODEGREE PROGRAM SYLLABUS

Digital Marketing & **AI** 90 Hours

Rele



Overview

Here's a detailed outline for your 90-hour Digital Marketing course, broken down into 4 chapters, including pre- and post-exams and a final project. Each chapter is designed to offer a balanced mix of theory, practical exercises, and assessments.

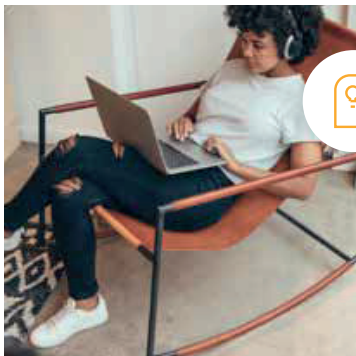
We experts in



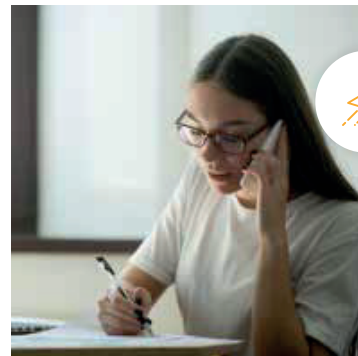
Estimated Time:
3 months at
7.5 hrs/week



Prerequisites:
No experience
required



Flexible Learning:
Self-paced, so
you can learn on
the schedule that
works best for you



Need Help?
Academy.relevancy.agency
Discuss this program
with an enrollment
advisor.

Chapter 1: Marketing Fundamentals (22 hours)

LEARNING OUTCOMES

1. Introduction to Digital Marketing (4 hours)

- o History and Evolution of Digital Marketing
- o Key Terms and Concepts
- o The Digital Marketing Ecosystem
- AI Tools in Marketing:**
- o Introduction to AI tools for digital marketing, such as ChatGPT for content creation and customer support, and AI-powered analytics tools (e.g., Google Analytics AI, HubSpot).
- o How AI can assist in creating personalized marketing experiences.

2. Marketing Strategies (6 hours)

- o Understanding Consumer Behavior
- o Market Research and Audience Segmentation
- o Setting SMART Goals for Digital Marketing
- o Developing a Marketing Plan

3. Digital Channels Overview (4 hours)

- o Overview of Digital Marketing Channels (SEO, SEM, Social Media, Email Marketing)
- o Integrating Multiple Channels into a Unified Strategy

4. Digital Branding (4 hours)

- o Brand Positioning and Voice in the Digital Age
- o Building Brand Identity and Consistency Online

5. Digital Marketing Trends (4 hours)

- o The Future of Digital Marketing
- o AI and Automation in Marketing
- o Personalized Marketing Campaigns

Assessment:

Pre-exam (Multiple Choice Questions - MCQs) covering basic marketing concepts.



Chapter 2: Content Strategy (22 hours)

LEARNING OUTCOMES

1. Content Creation Basics (5 hours)

- o The Importance of Content in Digital Marketing
- o Types of Content: Blog Posts, Videos, Infographics, Podcasts, etc.
- o Storytelling in Content Marketing

2. SEO Content Strategy (5 hours)

- o Keyword Research and Optimization
 - o Content Structuring for SEO
 - o On-Page and Off-Page SEO Techniques
- AI for SEO:**
3. Use AI-based keyword research tools like Ahrefs, SEMrush, and Uber suggest to find SEO opportunities.
 4. AI for on-page SEO: Tools like Surfer SEO and Frase help optimize content based on top-ranking pages.

5. Content Distribution (5 hours)

- o Organic Reach vs Paid Distribution
- o Platforms for Content Sharing (Blogs, YouTube, Medium, etc.)
- o Content Syndication

6. Content Engagement and Retention (5 hours)

- o Techniques to Boost Engagement
 - o Social Proof and User-Generated Content
 - o Measuring Content Effectiveness
- AI Tools for Engagement:**
- o Use AI-based engagement tools like Chatbot-powered landing pages (e.g., ManyChat, Tidio) for immediate interaction and user retention.
 - o AI-powered personalization in email campaigns through tools like Mailchimp AI.

7. Content Marketing Metrics (2 hours)

- o Tracking Content Performance (KPIs and Analytics)
- o Tools to Measure Content Success

Assessment:

Mid-course exam on content strategy and SEO principles.

Chapter 3: Social Media Marketing (24 hours)

LEARNING OUTCOMES

1. Organic Social Media Marketing (12 hours)

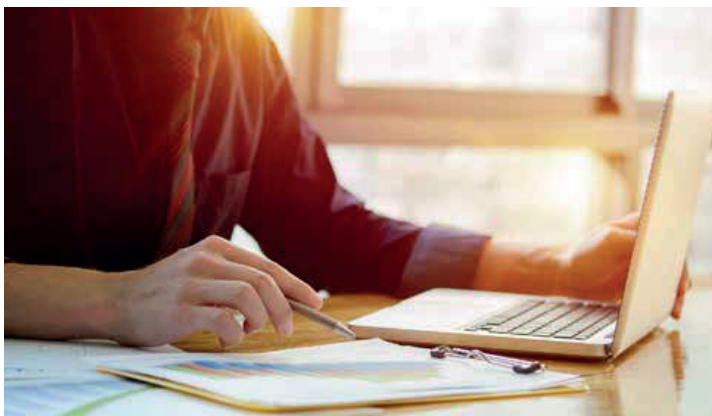
- o Understanding Social Media Platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok)
- o Content Strategy for Each Platform
- o Community Building and Engagement
- o Organic Growth Techniques
- o Influencer Marketing

2. Paid Social Media Advertising (12 hours)

- o Introduction to Social Media Ads (Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads and Tiktok Ads)
- o Ad Creation and Optimization
- o Targeting and Retargeting Strategies
- o Budgeting and Bidding for Ads
- o Measuring ROI of Social Media Ads

Assessment:

- Pre-exam on social media basics (Organic and Paid)
- Social Media Campaign Project (Designing a Campaign for a Business)



Chapter 4: Search Every Where and SEM (22 hours)

LEARNING OUTCOMES

1. Search Engine Optimization (SEO) for Websites, Video, Search GPT, Local and Apps (5 hours)

- On-Page and Off-Page SEO
- Technical SEO for Websites and Apps
- Mobile Optimization
- Search Video Optimization
- Search GPT Optimization
- AI for SEO Optimization:**
 - AI tools like Clearscope and Frase assist with content optimization and finding SEO gaps.
 - Use AI tools for improving technical SEO (e.g., Screaming Frog AI-powered crawlers).

2. Search Engine Marketing (Google Ads SEM) (8 hours)

- Introduction to Social Media Ads (Facebook Ads, Instagram Ads, LinkedIn Ads, Twitter Ads and Tiktok Ads)
- Ad Creation and Optimization
- Targeting and Retargeting Strategies
- Budgeting and Bidding for Ads
- Measuring ROI of Social Media Ads

3. Display Advertising and Retargeting (4 hours)

- Introduction to Display Ads (Google Display Network)
- Setting Up Display Ads Campaigns
- Retargeting Techniques and Audience Segmentation

4. Email Marketing (5 hours)

- Email Marketing Strategy and List Building
- Crafting Compelling Email Campaigns
- Automation and Personalization
- A/B Testing in Email Campaigns
- Email Analytics and Metrics

Assessment:

Final exam covering all concepts from SEO, SEM, Display Ads, and Email Marketing.



Final Project: (12 hours)

LEARNING OUTCOMES

Create a comprehensive Digital Marketing Plan for a real or simulated business:

- o Include content strategy, social media plan (both organic and paid), SEO strategy, SEM campaigns, and email marketing strategies.
- o Present the plan in a clear, professional format, including key performance metrics for success evaluation.
- o Submit the project for evaluation.

1. Pre-exam:

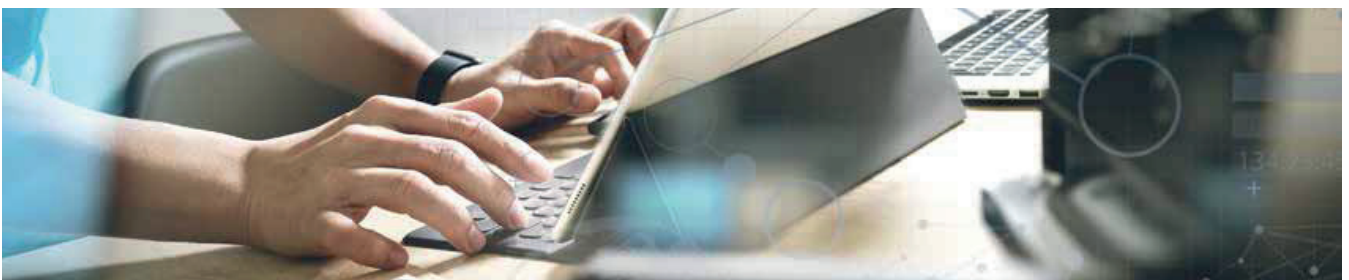
- o Multiple-choice questions covering basic marketing concepts (before Chapter 1 starts).

2. Mid-course exam:

- o A written exam covering Chapter 1 and Chapter 2 topics (content strategy and SEO).

3. Final exam:

- o A comprehensive exam covering all 4 chapters, assessing knowledge of digital marketing strategies, content creation, social media advertising, and SEO/SEM techniques.



Learn with the Best



Jawdat Shammass

Digital Business & Marketing Trainer and
Consultant **With +20 Years Experience**



Abdallah Battah

Digital Marketing Trainer &
Consultant Experience **With
12 Years Experience**



Sarah Jood

Digital Marketing Trainer &
Expert **With + 8 Years
Experience**

300 K+
We Trained

10 K+
Digital Consultation

15 +
Program