

Learning Module 6 – Digital Marketing

Module introduction

The development of Digital Marketing technology and tools since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. Digital marketing is the marketing of products or services using digital technologies, mainly the Internet, but also mobile phones, display advertising, and any other digital medium.

The objective of this module is to enable you to:

1. Understand what Digital Marketing entails.
2. Be aware of the role and effectiveness of a digital marketing campaign.
3. Distinguish between traditional and digital marketing.
4. Create a Digital Marketing Strategy and build its channels.

Expected learning outcomes:

Knowledge

Upon completion of this module you will be able to:

1. Understand general aspects of Digital Marketing.
2. Build a Digital Strategy.
3. Understand the value of Digital Marketing channels.

Competences and Skills

Upon completion of this module you will be able to:

1. Build a high-level strategy plan for your business.
2. Use technology in order to build your digital marketing strategy.
3. Choose appropriate channels and tools for your digital marketing strategy implementation.
4. Obtain an understanding of different ways to build a successful digital marketing strategy.



Co-funded by the
Erasmus+ Programme
of the European Union

Syllabus

Module 6 is divided into 4 units:

Unit 1 - Introduction to Digital Marketing

Unit 2 - Key Concepts in Digital Marketing

Unit 3 - Digital Marketing and Digital Content Channels

Unit 4 - Conclusions

Furthermore, there are Multiple Choice Questions related to each Unit.

Duration of the module: approximately 180 minutes.