

**Course title:** Digital Marketing

**Instructor:** Elshan Jafarov

**What you will gain:**

In this program, you will learn all the subjects required to become a digital marketing specialist. The curriculum, developed by professional trainers, takes into account all the requirements and development trends of the business world. You will find answers to all your questions in an interactive learning environment.

**Requirements:** Have basic computer skills, be enthusiastic and interested in digital marketing

**Purpose:**

- Our goal is not just to teach, but to provide maximum support to maximize your business.
- To be able to carry your profession further, to serve a very wide field of work
- Obtaining theoretical and practical knowledge in the field of Digital Marketing

**Target group:**

Those who want to use the power of digital media: those who want to pursue a career in digital marketing, those who value social media as a new sales channel, small and medium-sized businesses, e-commerce, social media managers, corporate PR and communication specialists, advertising agency, those who are interested in this field can attend training.

**Office hours:** 48 hours

**Type of Course:** Mandatory

**Teaching Method(s):** Workshop (or on Zoom)

**Scope:** 2 month

**Prerequisites:** Be enthusiastic and interested in soft skills

**Course Overview & Objectives:**

In this program you will learn all the topics needed to become a digital marketing specialist. The training program developed by professional trainers takes into account all the requirements and development trends of the business world. You will find answers to all your questions in an interactive learning environment.

**Learning Outcomes:** By the end of the course, students should be able to:

- To be able to advance your profession, to serve a very wide field of work
- To have theoretical and practical knowledge in the field of Digital Marketing

- Knowing in detail from the beginner level to the professional level by experts in the field, covering the most trendy moments of the digital world.
- Our goal is not just to teach, but to provide maximum support to maximize your business.
- Lessons Plan

#Lesson	Subject
1	Fundamentals of Digital Marketing
2	Digital marketing channels and targeting
3	Website (Domain, Hosting, Site building stages, call to action)
4	Landing Page, SMO - Social Media Optimization
5	Web analytics (user behavior)
6	SEO (Search Engine Optimization)
7	SEO techniques
8	Youtube SEO
9	Google ADS. PPC, Display Advertising
10	Social Media Marketing 1
11	Social Media Marketing 2
12	E-mail marketing
13	Lead Generation and Content Marketing
14	Influencer Marketing
15	Remarketing
16	Viral Marketing
17	Affiliate Marketing - Sales Partnership

Course Requirements:

- Mandatory attendance: Attendance and active participation in the lessons contribute to meaningful learning. An attendance rate of less than 70% will result in expulsion from the course. Attendance in Zoom lessons requires opening the camera, according to college regulations.