

Module 1: Introduction to Digital Marketing

Course Outline:

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Key Digital Marketing Channels
- The Customer Journey in the Digital Era
- Understanding Digital Consumer Behavior
- Integrating Digital Strategies for Business Success

Learning Outcomes:

- Gain foundational knowledge of the digital marketing landscape.
- Differentiate between traditional and digital marketing approaches.
- Identify effective online channels for various marketing goals.
- Analyze digital marketing case studies to understand success factors.