

**6 weeks (excluding orientation)**  
**Entirely online**  
**Self-paced learning**  
**6-8 hours/week\***

*\*The recommended weekly time commitment for core content is 4-5 hours, taking into account the busy lifestyles of working professionals, with an additional 2-3 hours recommended for non-compulsory weekly extension activities, should you have the time. Each module is released weekly, allowing a flexible but structured approach to learning. You'll be supported as you engage in individual activities and group discussions, ensuring you feel confident to submit your best work at each weekly deadline.*

This online program integrates rich, interactive media such as videos, infographics, and e-learning activities as well as traditional didactic components such as written study guides (program notes). There are also opportunities for collaborative learning through discussion forums. The following modules contribute to the holistic approach of your learning path:

### **ORIENTATION - WELCOME TO YOUR ONLINE CAMPUS**

You'll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed. You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/ identity document.

### **MODULE 1 - UNDERSTANDING THE DIGITAL MARKETING CHANNEL MIX**

In this module, you'll gain insight into the integrated nature of digital marketing and the various digital channels that can be leveraged to optimize marketing spend. You'll have the opportunity to focus on the channels of search, display, mobile, and social marketing, and examine how these channels can work together. In doing so, you'll begin to recognize the significance of the integrated, multi-channel experience.

## **MODULE 2 - IMPLEMENTING INTEGRATED DIGITAL MARKETING**

This module aims to give you experience and insight into certain available digital marketing analytics tools and teach you how to use these tools to interpret campaign performance. Digital marketing analytics tools such as Google Adwords, Facebook Ads, and web analytics tools such as Google Analytics will be explored. You'll practically apply these tools with the data sets provided to you, and use them to analyze and measure marketing performance.

## **MODULE 3 - UNDERSTANDING PREDICTIVE ANALYTICS AND PREDICTIVE MODELING**

In this module, you'll come to understand more about how predictive analytics is used in digital marketing and why it forms such an integral part of marketing strategy. You'll learn how predictive analytics use data and statistical algorithms to identify the likelihood of future outcomes based on historical data. You'll then go beyond knowledge of what has happened in the past and learn how to provide an assessment of what will happen in the future -an essential step in improving marketing campaigns.

## **MODULE 4 - IMPLEMENTING PREDICTIVE ANALYTICS ACROSS CHANNELS**

This module aims to equip you with an understanding of what is involved in creating a predictive model before implementing predictive analytics techniques across digital marketing channels. You'll learn how to create a predictive model, which involves techniques such as regression analysis, basic descriptive statistics (mean, min/max, standard deviation), using software such as R. You'll implement these predictive analytics techniques across digital marketing channels using a real-world case study and create a predictive model on this basis.

## **MODULE 5 - OPTIMIZING RETURN ON INVESTMENT (ROI)**

In this module, you'll work with marketing campaign data across multiple channels and learn to optimize certain marketing strategies for optimal performance and ROI. You'll become familiar with the factors influencing return on investment and consider where to adjust your marketing spend. Finally, you'll learn to measure ROI, deduce the efficiency of a given marketing campaign in obtaining optimal ROI, and then recommend ROI optimization strategies for this same campaign.

## **MODULE 6 - THE FUTURE OF INTEGRATED DIGITAL MARKETING: VIDEO, MOBILE AND AI**

This final module offers you an introduction to the exciting future of digital marketing. You'll explore the possibilities offered by video and mobile marketing, as well as the applications of artificial intelligence in these and other contexts. Finally, through the use of data and research from previous modules, you'll create a holistic digital marketing plan for your ongoing project, aimed at optimizing a given marketing campaign.

## **ONGOING PROJECT - CREATE A DIGITAL MARKETING OPTIMIZATION PLAN**

By the end of this program, you'll be equipped to create a digital marketing optimization plan for your marketing portfolio using a real-world case study with corresponding data sets. The ongoing project helps you engage with key ideas related to optimizing a digital marketing strategy. These include developing a predictive model using predictive analytics tools, recommending ROI optimization strategies, and finally creating a 6-10 page report that pieces everything together and draws on data-driven evidence to support your overall strategy.

\*\*\* Schedule subject to change