



Sukkur IBA University

EXECUTIVE DEVELOPMENT CENTER

Digital Marketing Course Outline

Week No:	Topic	Resource Type
1	Introduction to Marketing, Segmentation, Target Market & Positioning	Class
2	Products, Services, USP, Audience Profiling	Class
3	E – Commerce – The broader picture & Storytelling	Class
4	Optimizing Social Media Marketing Techniques – Facebook, creating pages and campaigns	Lab
5	Optimizing Social Media Marketing Techniques – Facebook, managing insights (Evaluation & Monitoring)	Lab
6	Optimizing Social Media Marketing Techniques – Instagram, Creating Pages and Campaigns (Evaluation & Monitoring)	Lab
7	Optimizing Social Media Marketing Techniques - Using Other Platforms including Twitter, LinkedIn	Lab
8	Google Ads – SEO Campaigns Launch & Monitoring	Lab
9	Google Ads – Display Networks Advertising – Campaign Launch & Monitoring	Lab
10	Google Ads – Video (YouTube) Marketing	Lab
11	Google Ads – Performance Max Campaigns	Lab
12	Monitoring and Evaluating Google Ads Reports	Lab

13	The Art of Content Marketing	Class
14	Ad Copywriting & Designing	Class