



THE UNIVERSITY OF THE WEST INDIES GLOBAL CAMPUS St. Kitts-Nevis

FUNDAMENTALS OF DIGITAL MARKETING

COURSE DESCRIPTION

Participants will be exposed to a variety of topics that relate to planning digital marketing campaigns. They will acquire, through this course, the ability to develop website planning and development. They will learn the essentials of designing an integrated marketing mix on websites. During this interactive, intensive course, participants will be exposed to a variety of topics that relate to the benefits, pitfalls, and best practices of the latest technologies, giving practical guidance to bridge the gap between IT and customer service, delivering high quality service and information to all publics. Participants will also be introduced to some of the latest thinking and methodologies in social media marketing, the communication strategy, setting up brand presence, and understand social listening, engaging with followers on social media.

AIM

The aim of the course is to train participants in how to plan digital marketing campaigns vividly, creatively and competently. Students will also become skilled at establishing brand presence digitally and understand how critical social listening is to their organization's growth, development and success.

OBJECTIVES

At the end of the course, students should be able to:

1. Identify key principles of digital marketing
2. Identify the responsibilities of a digital marketer
3. Plan digital marketing campaigns
4. Know the key components of digital marketing
5. Describe the benefits of having an effective website
6. Determine the appropriate strategy for website development

COURSE CONTENT

This course includes the following topics:

UNIT 1: Digital Basics

UNIT 2: Website Design Essentials

UNIT 3: Digital Marketing Campaigns

UNIT 4: Website Planning and Development

UNIT 5: Rubrics of Social Listening

UNIT 6: Online PR And Reputation Management

HOW MUCH WILL THIS COURSE COST?

This 10-week course costs EC\$600.00.

The University reviews tuition fees annually and course fees may be subject to change.

Courses are only offered if there is a viable class size.