

Skills for Employment Investment Project (SEIP)

Standards/ Curriculum Format for Digital Marketing

Course Duration: 1 Month

Course Structure and Requirements

Course Title: Practical Digital Marketing

Course Objectives:

- a) This course is specially designed to provide technical knowledge and skills to cope with the requirement of Digital Marketer occupations of the Digital Marketing sector. The course will be implemented to ensure at least 80% of total contact hours on practical/hands on skills training or practice and 20% trade/ occupations related theory including OHS and soft modules;
- b) The course is designed to enable trainees to acquire a range of technical and vocational, practical, personal and organizational skills valued and utilized both within and beyond the workplace;
- c) The course is designed to meet the required competencies of the occupations needed in the labor market in and outside the country;

Course Outline

Name of the Course	Duration of Course	Entry Qualification
Digital Marketing	1. Three days per week 2. 4 Hours per day	1. Education = General Stream Graduates or any equivalent

Module 1: Digital Marketing

SI No	Unit Code	Unit of Competency (UoC) Title
Generic- Compulsory		
1.	DM M1 GC	Introduction to Social Media - Social Media denotation - Variation between Social Media and Traditional Media.
2.	DM M1 GC	Concept of Marketing on Social Media - Social Media Marketing Goals - Activities on Social Media Marketing
3.	DM M1 GC	Social Media and WE - Social Media's involvement on our personal life. - Correlation between Technology and Social Media - Business Activities on Social Media.
4.	DM M1 GC	Social Media Competition with World Population, If we think Social Media as a Country.
Occupation Specific Knowledge(trade theory) –Compulsory		
5.	DM M1 OSK	Planning for Developing Goals to achieve success on Social Media Platform
6.	DM M1 OSK	Step by step actions to do Marketing on Social Media Platform
7.	DM M1 OSK	Knowing the loopholes of Social Media Marketing and procedures to make those drawbacks as an Advantage for your Social Media Marketing strategy.
8.	DM M1 OSK	Setting up guidelines of Social Media for your marketing plan to accomplish a successful campaign.
Occupation Specific Skills(practical/demonstration)- Compulsory		
9.	DM M1 PR	Social Media Marketing strength on Real World <ul style="list-style-type: none"> <input type="checkbox"/> Case study to know Social Media's presence on US Election 2008 and 2012 to vast popularity of Candidates. <input type="checkbox"/> Present BD Govt. Activities to make Digital Bangladesh on Social Media Platform. <input type="checkbox"/> Present Activities of BD Local Businesses and small businesses to increase their popularity and sales. <input type="checkbox"/> Case Study of an International Brands Actions and steps to make their product popular.

Module 2: Facebook Marketing

SI No	Unit Code	Unit of Competency (UoC) Title
Generic Compulsory		
10.	DM M2 GC	Advent of Facebook - with reference to Facebook Founder and Facebook Headquarter
11.	DM M2 GC	Mission of Facebook - knowing the Facebook virtual operation to attach with real world.
12.	DM M2 GC	Worldwide Alexa Ranking of Facebook and US Alexa Ranking of Facebook.
Occupation Specific Knowledge(trade theory) –Compulsory		
13.	DM M2 OSK	Applications of Facebook - Profile - Group - Event - Business Page etc.
14.	DM M2 OSK	Contents displaying policy of Facebook on News Feed Area by using Edge Rank.
15.	DM M2 OSK	Identify your targeted Audience on the base of Facebook Platform.
16.	DM M2 OSK	Business Competitor Analysis by using Facebook Advance Search to know their present condition and strong parts.
17.		Creating daily Content Plan by using powerful message/links/image for Posting on your Facebook Business Page.
18.	DM M2 OSK	Case Study of Wrong HashTag Marketing to know properly how people missed the whole marketing plan or how people use the plan on wrong section.
19.	DM M2 OSK	Case Study of Wrong Page Marketing Marketing to know properly how people missed the whole marketing plan or how people use the plan on wrong section.
20.	DM M2 OSK	Case Study of Wrong Group Marketing Marketing to know properly how people missed the whole marketing plan or how people use the plan on wrong section.
21.	DM M2 OSK	Measure your present marketing plan, if you think its going well then continue it or Adjust your Present plan to get proper output on time.
22.	DM M2 OSK	Presence of Traditional Marketing on Facebook which can help to increase increase Social Media Power.
23.	DM M2 OSK	Backdoor Facebook Marketing Plan for local market or if you have time on your hand then you can also go for back door marketing plan from starting.
24.	DM M2 OSK	Overall Concept to run a Successful Facebook Marketing Campaign.
Occupation Specific Skills(practical/demonstration)- Compulsory		
25.	DM M2 PR	Creating a Facebook Personal Account by using your personal information's.

26.	DM M2 PR	Fixing your Facebook Account by Adding Profile Picture, Cover Photo etc
27.	DM M2 PR	Filling out Facebook Accounts about Section by passing work and education history.
28.	DM M2 PR	Set up Privacy Setup Options of a Facebook Account to secure your personal account and getting full power of your account.
29.	DM M2 PR	Adding Friends on Facebook Account by using location, age and gender search.
30.	DM M2 PR	Organize Facebook Accounts friend list by adding them on specific group.
31.	DM M2 PR	Creating a Facebook Group
32.	DM M2 PR	Maintaining a Personal Facebook Group and fixing setting area for that group.
33.	DM M2 PR	Using others Facebook Group system
34.	DM M2 PR	Creating a Facebook Event for any real event or virtual event
35.	DM M2 PR	Attending on a Facebook Event
36.	DM M2 PR	Creating a Facebook Page on the base of Business Category
37.	DM M2 PR	Set up your Business Page by providing your whole business information (Address, Description, Phone, Email, Vanity URL, Profile Photo, Cover Photo etc)
38.	DM M2 PR	Maintaining Your Facebook Business Page - Daily Posting. - Likes - Review - Invitation - Engagement (like, comment). - Message.
39.	DM M2 PR	Facebook HashTag Marketing to increase post reach and coming out from box to expand your sells percentage.
40.	DM M2 PR	Facebook Page Marketing to target competitors customer and category relevant customers to increase sells.
41.	DM M2 PR	Facebook Group Marketing to increase brand popularity and sells percentage.
42.	DM M2 PR	Applying for a Facebook AD to find other people who are likely to be interested in your product or service
43.	DM M2 PR	Maintaining your Facebook AD by checking daily ad report.
44.	DM M2 PR	Modifying your Facebook AD –After checking report, if you think any modification is needed then we can modify our AD from Report section.
45.	DM M2 PR	Techniques to Earn Money from Online Marketplaces by using your Facebook Marketing Knowledge.

Module 3: Facebook Analytic

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
46.	DM M3GC	Introducing Facebook Page Insight.
Occupation Specific Knowledge(trade theory) –Compulsory		
47.	DM M3 OSK	Overview of Page Likes, Post Reach and Post Engagement
Occupation Specific Skills(practical/demonstration)- Compulsory		
48.	DM M3 PR	Comparing the performance of your Page and Posts with similar Pages on Facebook.
49.	DM M3 PR	Daily Data of New Organic Likes, Paid Likes, Unlike and Net Likes.
50.	DM M3 PR	Daily Post Engagement details from Every Sections and also details of like, comment, total reach and spam
51.	DM M3 PR	Practical Details of The number of times each of my Page tabs was viewed.
52.	DM M3 PR	Examining data of When my fans are online, which post type are popular on my page and top post details from my page.
53.	DM M3 PR	Monitoring people who liked & saw my page and even who engaged

Module 4: Twitter Marketing

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
54.	DM M4GC	Advent of Twitter - Basics of Twitter
55.	DM M4 GC	Mission of Twitter - To give everyone the power to create and share ideas and information instantly
56.	DM M4 GC	Worldwide Alexa Ranking of Twitter and US Alexa Ranking of Facebook.
Occupation Specific Knowledge(trade theory) –Compulsory		
57.	DM M4 OSK	Applications of Twitter - Personal Account. - Tweet (denotation of Tweet) - Message
58.	DM M4 OSK	Major Research Topics on Twitter Platform to get information about any people, photos, news etc.
59.	DM M4 OSK	Business Competitor Analysis on Twitter to know about their present marketing strategy.
60.	DM M4 OSK	Case Study of HashTag Marketing on Twitter to know how brands are using Hashtag now a days.
61.	DM M4 OSK	Case Study of Wrong Messaging Steps to know how people spamming through message marketing.
62.	DM M4 OSK	Specimen of Wrong Follow Marketing to know how people following rapidly without targeted audience.

63.	DM M4 OSK	Traditional Marketing Presence on Twitter Platform to get response on twitter through present local market customer.
64.	DM M4 OSK	Overall Step by Step Concept to run a Twitter Marketing Campaign properly.
Occupation Specific Skills(practical/demonstration)- Compulsory		
65.	DM M4 PR	Creating a Twitter Account by providing Name and Email Address.
66.	DM M4 PR	Making an Appealing Twitter Account by passing a powerful keyword included bio, profile photo and cover photo.
67.	DM M4 PR	Twitter HashTag Marketing to get response also from out of the box.
68.	DM M4 PR	Twitter Direct Message Marketing to pass information's about your business to new people.
69.	DM M4 PR	Twitter Follow Marketing Technique will help to broad your brand Awareness.
70.	DM M4 PR	3 rd Party Tools Assistance on Twitter Marketing will help to get proper output from twitter and will also help to measure present marketing condition.
71.	DM M4 PR	Techniques to Earn Money from Marketplaces by using your Twitter Marketing Knowledge.

Module 5: Google Plus Marketing

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
72.	DM M5GC	Advent of Google Plus - Launching info of Google Plus - Basics of Google Plus
73.	DM M5 GC	Mission of Google Plus - bringing the touch and richness of real-life sharing to the web
74.	DM M5 GC	Google Plus Links with other Platforms. - Gmail. - YouTube. - Map - Identity to Google - SEO etc.
Occupation Specific Knowledge(trade theory) –Compulsory		
75.	DM M5 OSK	Applications of Google Plus <ul style="list-style-type: none"> • Personal Profile. • Circle. • Stream • Hangouts • +1 Button • Google+ Page • Google+ Views

		<ul style="list-style-type: none"> • Google+ Communities • Google Local etc
76.	DM M5 OSK	Identify your Audience on Google Plus Platform by using Google Plus Advance search option.
77.	DM M5 OSK	Business Competitor Analysis on Google Plus Platform and find out their marketing strategy.
78.	DM M5 OSK	Creating Content Plan for Posting on your Google Plus Business Page
79.	DM M5 OSK	Google Place – Process to add your local business address on Google Map.
80.	DM M5 OSK	Relation between Google Plus and SEO
81.	DM M5 OSK	Measure your present marketing strategy and if any Adjustment needed then take action to fix the plan on the base of demand.
82.	DM M5 OSK	Backdoor Marketing Concept which is very powerful method for Google Plus Platform to cover the market.
83.	DM M5 OSK	Overall Concept to run a Google Plus Marketing Campaign Successfully
84.	DM M5 PR	Creating a Google Plus Account
85.	DM M5 PR	Fixing Google Plus Account by providing your Proper Personal Details
86.	DM M5 PR	Use of Google Plus Hangouts to communicate with connections
87.	DM M5 PR	Making a Google Plus Community
88.	DM M5 PR	Maintaining a Google Plus Community and set up setting section for this group
89.	DM M5 PR	Using others Google Plus Community through your personal account.
90.	DM M5 PR	Creating a Google Plus Event from your personal account
91.	DM M5 PR	Attending on a Google Plus Event
92.	DM M5 PR	Creating a Google Plus Page on the base of Your business Category
93.	DM M5 PR	Set up your Google Plus Business Page <ul style="list-style-type: none"> - Daily Posting. - Followers - Review - Photo - URL - Engagement (like, comment).
94.	DM M5 PR	Maintaining Your Google Plus Business Page
95.	DM M5 PR	Google Plus HashTag Marketing will help to increase exposure.
96.	DM M5 PR	Google Plus Pages Marketing will help to pass info to same category business product users.
97.	DM M5 PR	Google Plus Group Marketing will help you to go directly to targeted audience.
98.	DM M5 PR	Techniques to Earn Money from Marketplaces by using your Google Plus Marketing Knowledge.

Module 6: YouTube Marketing

SI No	Unit Code	Unit of Competency (UoC) Title
Generic Compulsory		
99.	DM M6GC	Integrate your Gmail account with YouTube to finalize a YouTube channel for Google Plus Pages.
Occupation Specific Knowledge(trade theory) –Compulsory		
100.	DM M6 OSK	Video Search system on YouTube and also using of Advance steps to get proper video quickly
101.	DM M6 OSK	Checking a YouTube Video and Getting introduce with all the section of a YouTube Video.
102.	DM M6 OSK	YouTube Settings option to setup unique URL, password etc.
Occupation Specific Skills(practical/demonstration)- Compulsory		
103.	DM M6 PR	Designing a YouTube Channel by adding Channel Art, Channel Trailer, channel navigation and filling out about section.
104.	DM M6 PR	Competitor Analysis Policy on YouTube Platform to know what type of video they are posting and what type of tags they are using.
105.	DM M6 PR	Optimizing a YouTube video by adding Video Title, Description, Portrait, Tags, Annotation correctly.
106.	DM M6 PR	Subscribing other YouTube channel to keep in touch with them every time.
107.	DM M6 PR	YouTube Channel Dashboard to know output overview from videos.
108.	DM M6 PR	YouTube Channel Community to keep connected with subscribers and viewers.
109.	DM M6 PR	YouTube Channel Section to Verify your account, Monetize your video, Longer Video posting permission, Live Program continue etc.
110.	DM M6 PR	YouTube Analytics to get details of daily views, country details , full report etc.
111.	DM M6 PR	Creating YouTube Video through Creative Common video section.
112.	DM M6 PR	YouTube Non Paid Marketing Plan to promote video or channel or website.
113.	DM M6 PR	Techniques to Earn Money from Marketplaces by using your Google Plus Marketing Knowledge.

Module 7: Email Marketing

Sl No	Unit Code	Unit of Competency (UoC) Title
Generic Compulsory		
114.	DM M7GC	Email Marketing defined
115.	DM M7GC	The key components of an email marketing plan
116.	DM M7GC	What you need to know to succeed
117.	DM M7GC	Strengths of Email Marketing
118.	DM M7GC	Weaknesses of Email Marketing
119.	DM M7GC	Email Marketing Best Practices
Occupation Specific Knowledge(trade theory) –Compulsory		
120.	DM M7 OSK	Defining goals and objectives of an email campaign.
121.	DM M7 OSK	Structuring Effective Email Messages: Part 1 and Part 2
122.	DM M7 OSK	Planning and creating email campaigns
123.	DM M7 OSK	Trigger emails, timing & frequency
Occupation Specific Skills(practical/demonstration)- Compulsory		
124.	DM M7 PR	Creating your Mailchimp account
125.	DM M7 PR	Calculating your monthly costs
126.	DM M7 PR	Activating your account with initial setting up process and exploring the Mailchimp dashboard
127.	DM M7 PR	Creating your Mailchimp mailing list
128.	DM M7 PR	Creating your first Test Campaign
129.	DM M7 PR	Creating Forms in Mailchimp
130.	DM M7 PR	Writing effective Call To Action

Module 8: Google Analytic

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
131.	DM M8GC	<p>Introduction to Google Analytics</p> <p>Discussion on:</p> <ul style="list-style-type: none"> • Dimensions • Metrics • Sessions • Users • Pageviews • Pages/Session • Avg. Session Duration • Bounce Rate • New Sessions • Goals • Conversions • Campaigns • Acquisition • Behavior
Occupation Specific Knowledge(trade theory) –Compulsory		
132.	DM M8GC	Adding Site to Google Analytics & Implementation of Tracking Code
133.	DM M8GC	Using the Customization feature in Google Analytics
134.	DM M8 OSK	Using the Google Analytics Admin
135.	DM M8 OSK	Using Google Analytics Goals
Occupation Specific Skills(practical/demonstration)- Compulsory		
136.	DM M8 PR	Working with the Real-Time section in the Google Web Analytics Tool
137.	DM M8 PR	Hands on practice on the Audience section of Google Analytics
138.	DM M8 PR	Working with the Google Analytics Acquisition Reports to Know Where People Are Coming From
139.	DM M8 PR	Using Google Analytics Behavior Reports to Optimize Your Content
140.	DM M8 PR	Increasing Your Facebook Conversions Using Google Analytics
141.	DM M8 PR	Using Google Analytics to find the hidden referral traffic
142.	DM M8 PR	Analyze Social Media Traffic in Google Analytics