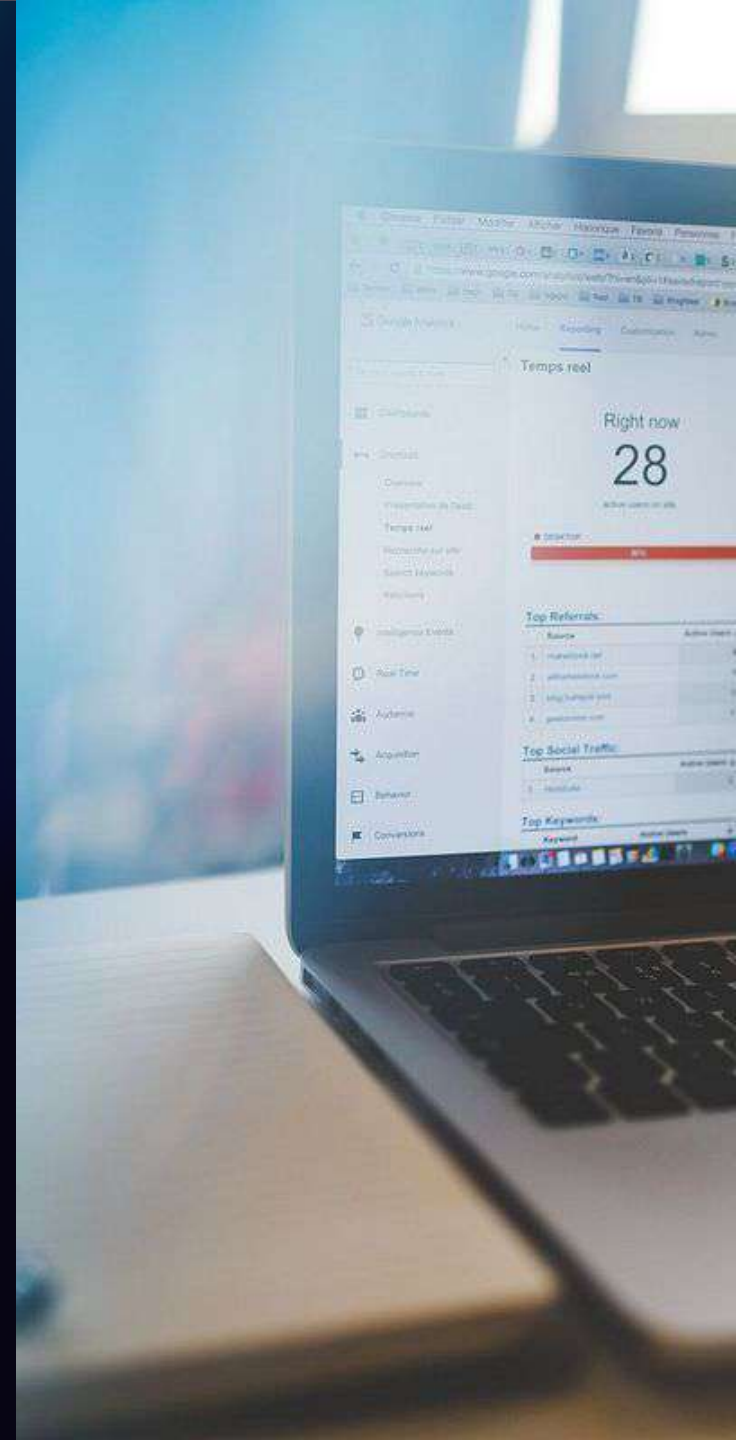


Digital Marketing Essentials

A practical, structured 2-month programme by **DQ Learnings** – for students, graduates, early professionals, entrepreneurs and business owners who want to understand how modern marketing really works.

2 MONTHS

DQ LEARNINGS





The Problem With Platform-Only Thinking

Digital Marketing Is More Than Knowing Where to Click

Digital marketing is not simply posting on Instagram, boosting an advertisement or learning where to click inside a platform. The real skill is understanding the **customer**, defining the **objective**, choosing the **right channel**, crafting the **right message**, executing the activity and interpreting the results.

A learner can know several tools and still struggle to build a coherent marketing plan. **Digital Marketing Essentials** is designed to build the underlying marketing understanding first – and then connect it to practical digital execution.

Why This Programme Exists

The Four Gaps We Address

Skill Gap

Knowing concepts but struggling to apply them to a real marketing situation. Theory without context leads to confusion in practice.

Execution Gap

Understanding platforms without building a complete campaign or marketing system. Navigation is not the same as strategy.

Measurement Gap

Producing activity without understanding which numbers matter and what they actually mean for decisions.

Proof Gap

Finishing lessons without tangible strategy documents, campaigns, content or portfolio pieces to show for the work.

A Complete Digital Marketing Foundation

The programme brings together **core marketing knowledge** and **digital execution**. Learners begin with management and consumer fundamentals, move through segmentation, targeting, positioning, marketing mix and brand management – and then apply those principles directly to the digital environment.

Rather than jumping straight into platforms, this programme ensures every digital tactic is anchored to a marketing principle. The result is a learner who can think, plan and execute – not just follow instructions inside a dashboard.



Module 1

Marketing Foundations

What You'll Cover

01

Management Fundamentals

How businesses are structured and how marketing fits within wider organisational goals.

02

Consumer Behaviour

Understanding how and why customers make decisions – the basis of all good marketing.

03

Segmentation, Targeting & Positioning

How to define an audience and position an offer to resonate with them.

04

Marketing Mix & IMC

Product, price, place and promotion – and how they work together in an integrated plan.

Also Includes

- Forecasting and planning
- Product Life Cycle
- Brand Management
- Strategic Marketing thinking

❏ Marketing foundations are the lens through which all digital activity is interpreted. Without them, platform knowledge has no direction.

The image shows a close-up of the LinkedIn logo, which consists of a blue 'in' inside a white circle, set against a dark background. The logo is partially visible on the left side of the frame.

Module 2

Digital Marketing & Digital Identity

Understand the digital marketing ecosystem and how a business or professional presents itself online. This module explores how **digital identity**, audience understanding, positioning and channel selection shape every marketing decision.

Digital Ecosystem

How channels, platforms and audiences connect in the modern digital landscape.

Online Positioning

How a brand or professional communicates its value clearly and consistently online.

Channel Selection

Choosing the right platforms and formats based on audience behaviour and objectives.

Module 3

Social Media Marketing

Learn to treat social media as a **marketing channel** rather than simply a place to post. This module covers platform roles, audience communication, content formats, consistency, engagement and the relationship between social activity and broader marketing objectives.

- Understanding platform roles and audience behaviour
- Building content systems and posting consistency
- Engagement strategies that support business goals
- Connecting social activity to wider marketing plans



Module 4

Content Creation & Content Marketing

Create content with a purpose. This module moves beyond producing output for the sake of it – every piece of content is connected to an audience, an objective and a distribution plan.



Planning & Strategy

Content calendars, planning frameworks and content distribution that serve awareness, engagement and conversion.



Writing & Copywriting

Blogs, articles and marketing copy that communicate clearly and support search visibility.



Video & Social Content

Social media content and video formats suited to different platforms and audience types.



Review & Improvement

Assessing what content is working, identifying gaps and refining the content approach over time.

Module 5

Paid Advertising & Media Planning

Paid advertising is taught through **campaign logic**, not just platform navigation. Learners understand how objectives, audiences, creative, budgets and measurement fit together before touching any platform interface.



Meta & Instagram Ads

Campaign structure, audience targeting and creative direction.



LinkedIn Advertising

B2B targeting, professional audiences and lead generation campaigns.



Google Ads

Search campaigns, intent-based targeting and budget allocation strategies.

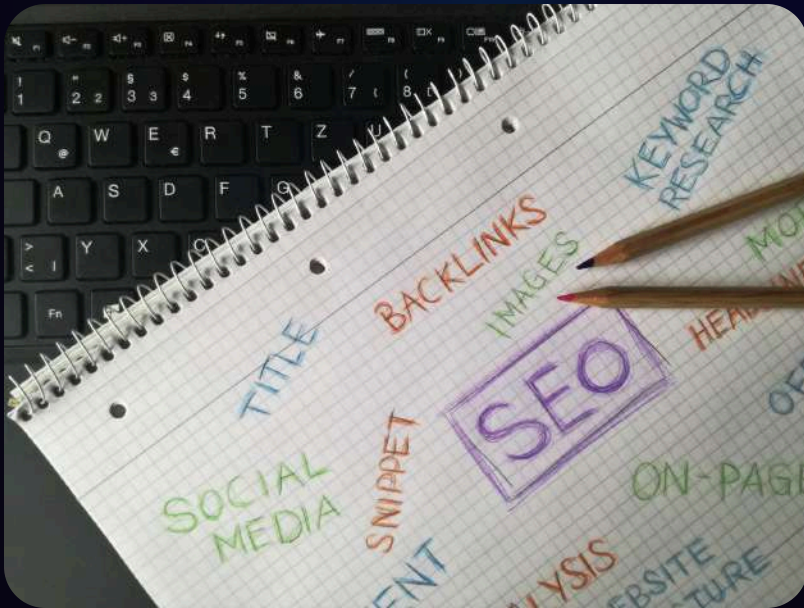


Performance Metrics

CTR, CPC, CPL, CPA and conversion rate — understanding why performance changes.

Module 6

SEO & Search Marketing



Search is treated as a **marketing channel built around customer intent and relevance** — not a technical checklist. Learners develop a practical understanding of how people search and how businesses can structure content and websites around those needs.

- Keyword research and search intent
- On-page SEO and content structure
- Technical SEO fundamentals
- Internal linking strategies
- Local SEO
- Search visibility fundamentals

Module 7

Campaign Monitoring, Analytics & Decision-Making

Digital marketing creates data. The important skill is knowing **what the data means** and what to do next – not simply reporting numbers.

1

Define Objectives

Set clear goals before selecting any metric or KPI.

2

Monitor Performance

Track relevant KPIs and identify performance gaps as they emerge.

3

Interpret the Numbers

Understand what marketing numbers imply – not just what they say.

4

Recommend Actions

Prepare clear reports and recommend optimisation steps with confidence.

Module 8

Freelancing & Professional Application

The programme introduces freelancing as one possible application of digital marketing capability. It does not promise clients or income. Instead, learners explore how a skill can be **packaged, presented and applied professionally**.

- Understanding digital marketing service categories
- Choosing a target client or niche
- Defining a practical service scope
- Creating a starter portfolio
- Proposal and client communication principles
- Understanding jobs, freelancing, consulting and entrepreneurship as possible paths

Four Possible Paths



Employment

Marketing roles in organisations of any size.



Freelancing

Offering services independently to clients.



Consulting

Advising businesses on digital marketing strategy.



Entrepreneurship

Applying skills to build or grow your own business.

The 8-Week Journey

From Foundations to Professional Application



Learn Through Output

Practical Work, Not Just Completed Lessons

Digital Marketing Essentials is designed so that learning is connected to practical output. Throughout the programme, learners build a body of work – not just a list of modules marked complete.

**Marketing Strategy
Document**

**Audience & Positioning
Exercise**

Social Media Content Plan

Content Calendar

Sample Marketing Copy

**Paid Advertising
Campaign Plan**

**SEO Keyword & Content
Plan**

**Campaign Performance
Report**

**Final Integrated Marketing
Project**

The Transformation

What Changes After the Programme

The objective is not to turn a beginner into an expert in eight weeks. The objective is to create a **strong working foundation** and help learners move from disconnected platform knowledge toward integrated marketing thinking.

From terms → to connections

From knowing marketing terminology to understanding how those concepts connect and reinforce each other.

From random posts → to planned content

From creating output for its own sake to planning content around an audience and a clear objective.

From platform buttons → to campaign thinking

From seeing advertising as interface navigation to understanding campaign structure, creative and metrics.

From keywords → to search intent

From treating SEO as a list of words to understanding relevance, intent and content strategy.

From reporting → to interpreting

From presenting numbers to understanding what those numbers mean and what to do about them.

Who This Is For

Is This Programme Right for You?



Students

Seeking a structured introduction to digital marketing alongside or after formal study.



Graduates

Preparing for entry-level marketing roles and wanting practical skills alongside their degree.



Working Professionals

Looking to add digital marketing capability to an existing career path or role.



Entrepreneurs & Business Owners

Who want to understand digital marketing themselves rather than relying entirely on others.



Freelancing Aspirants

Who want to build a practical foundation before packaging and offering marketing services.

Honest Expectations

Who This Programme Is Not For



This programme is built on honesty. Some expectations cannot be met by any structured learning programme — and it is important to be clear about that from the start.

→ **People looking for instant income**

Skills take time to develop. There are no shortcuts.

→ **People expecting a certificate alone to open doors**

A certificate without capability does not create opportunity.

→ **People unwilling to practise outside class**

Learning only happens when knowledge is applied.

→ **People expecting the platform to do the thinking**

Tools support thinking — they do not replace it.

The DQ Learnings Approach

Understand. Apply. Create. Review. Improve.

The programme is designed around **practical learning rather than passive consumption**. Every principle is connected to a real task. Every task builds toward a tangible output.

1

Understand the Principle

Learn the concept with context and real-world relevance.

2

Apply It

Use the principle in a practical marketing exercise.

3

Create an Output

Produce a real document, plan, campaign or piece of content.

4

Review It

Assess what worked, what didn't and why.

5

Improve It

Refine the output and carry the learning forward.

Reality Check

What This Programme Can — and Cannot — Promise

What We Can Provide

- A structured understanding of core marketing principles
- A practical foundation in social media, content, paid advertising and SEO
- An understanding of campaign monitoring and key digital marketing metrics
- Portfolio-oriented marketing outputs and a final integrated project
- A clearer understanding of how digital marketing skills can be applied professionally

What No Honest Programme Can Guarantee

- A guaranteed job, clients or income
- Business growth from completion alone
- Expertise in eight weeks

Digital marketing is a skill that improves through repetition, experimentation, feedback and continued exposure to real business situations. This programme gives you a strong foundation to build on — the rest is up to you.



Learn the Fundamentals. Build the Skills. Start Doing the Work.

Digital Marketing Essentials is a **2-month, practical programme** by DQ Learnings – designed to give you the marketing understanding and hands-on experience to move forward with confidence.

Duration

2 Months – 8 structured weeks from foundations to professional application.

Format

Practical, output-driven learning with real marketing documents and portfolio pieces.

Enroll Now