

Digital Marketing Strategy Skills Bootcamp: Syllabus

Module	Topics Covered
The Digital Marketing Landscape	Omnichannel marketing: Acquisition, Development, and Retention.
The Role of Data in Marketing	Learn about the use of customer data, personas and segmentation.
The Customer Journey	How to plan and evaluate the customer journey for customer segments, looking at channels, timing, and personalisation through customer insights.
Responsible Marketing and Data Protection	The marketing regulations you need to know, including consumer trust, ethics, and GDPR.
Planning Campaigns	How to plan, implement, measure, and optimise an integrated omnichannel campaign. How to analyse campaigns and transform data into insights for continuous improvements.
Creative Strategy	Developing a proposition, creating briefs that instruct and inspire, and evaluating creative work.
Marketing Channels	Explore the online and offline marketing channels available to you, and the benefits/drawbacks of each.
Customer Centric Websites	How to put your customers at the heart of your website design, using personas and insight to create personalised customer journeys.
Google Analytics	An overview of the Google Analytics dashboard and how to select and interpret the right data for your reports.
Search Engine Opportunities	Look at Search Engine Opportunities through Search Engine Marketing, Search Engine Optimisation and Pay Per Click.
Social Media	How to develop a social media channel and campaign strategy whilst measuring and optimising your content.
Content Marketing	How to develop and deliver a content strategy to move customers through the marketing funnel, and the right metrics to use to measure success.
Affiliate & Display Marketing	How to set up and manage an affiliate program, measure performance of an affiliate channel and display advertising.
Mobile Marketing	The value of mobile marketing, the importance of optimising your website for mobile, and how to develop, measure and test a mobile marketing strategy.
Email Marketing	How to develop a strong email campaign strategy, and how to measure email success.
Print Mail	Why and when to use direct mail or door drop campaigns, and how to measure performance.
Artificial Intelligence	Discover how you can use AI to support your marketing strategy and planning, the AI tools you can utilise for written and visual content creation, and how to use AI responsibly.
Budgeting	What should be included in a budget, how to set and manage one, and how to measure ROI.
Presentation Skills	A workshop to inspire you with fresh ideas, leaving you with a set of principles that you can employ to become a confident presenter.
Leadership for the Modern Marketer	Understand what leadership is, learn how to lead yourself and leave with a 12-month tangible plan to boost your confidence.



Digital Marketing Strategy Skills Bootcamp: The Course

DMA's **Digital Marketing Strategy Skills Bootcamp**, funded by the Department of Education, will teach you all you need to know about creating an effective omnichannel campaign strategy, combining digital and non-digital channels.

The course will consist of 16 tutor-led classes, delivered to you via Zoom.

They run from 09:30 – 17:00, one day/week. A couple of cohorts will run across two days/week, from 09:30 – 13:00.

Templates, exercises, and real-life examples will help you implement your learnings throughout the course. We will also give you access to our DMA Learning Hub for 12 months, where you will find additional online lessons to support your learning.

You will be lead through the modules by a lead tutor, along with several specialist guest tutors, who are all industry practitioners at the top of their games teaching bang up to date knowledge.

You will also work in a small team on a marketing brief to put the knowledge you learn into practice, presenting your response during Week 15 of the course. At the end of the Skills Bootcamp, you will have to complete a mandatory online MCQ assessment to test your knowledge of the topics covered in tutor-led classes.

On successful completion of the course, you will be awarded an industry recognised Level 5 qualification, accredited by the Institute of Data & Marketing (IDM).

You'll also get a 12-month complimentary DMA Professional Membership worth £295(+VAT) after successfully completing the course. That means your learning doesn't stop when the Skills Bootcamp ends. Instead, you'll have access to over 200+ bite size modules, plus 12 Award qualifications all accredited by the IDM (RRP £400 per Award).

[Apply or register your interest in our Skills Bootcamp by clicking here](#)