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MUC UNIVERSITY
COLLEGE OF TECHNOLOGY

DIPLOMA
PROGRAM

Digital Marketing & Graphic Skills

30 Cr (9 months)

I- Semester Plan

Semester 1	Course 1 Marketing Principles	Course 2 Social Media For Business I	Course 3 Sales and Customer Service	
Semester 2	Course 1 Social Media for Business II	Course 2 E-commerce and Creating your own website	Course 3 Advertising Techniques	
Semester 3	Course 1 Photoshop	Course 2 Illustrator	Course 3 After Effect 2D Animation	Course 4 Cinema 3D

II-   What can I work with this Diploma?

- Marketing Officer
- Digital Marketing Specialist
- Freelance
- SEO Analyst
- Marketing strategist
- Social Media Manager
- Web Designer
- Content Developer
- Graphic Designer
- Editor

III-   Where can I work with this Diploma?

- Education Sectors
- Hospitals
- Pharmaceutical Industries
- Nutritionists
- Doctors
- Banks
- Retail
- Traveling Agencies
- Brands Management
- TV station
- Press
- Printing stations
- Bloggers & Influencers
- Studios
- Journals and Magazines
- Freelance (Online shops, Doctors, Nutritionists, Clothing stores…)

IV-   Course Description:

Semester 1	Course 1 Marketing Principles	Course 2 Social Media For Business I	Course 3 Sales and Customer Service

Course 1 Description (Marketing Principles)

This course help students understand that Marketing is concerned with the creation, communication and delivery of value to customers with a view to create exchanges that build customer relationships and satisfy individual and organizational goals. While the tools and techniques available to organizations to market their products and services are changing rapidly, there are important underlying principles from consumer behavior, marketing research and marketing strategy that can inform the most effective use of these tools and techniques. This course introduces students to these core concepts and provides them with the opportunity to identify how as a marketing team they would use them to create, communicate and deliver value to customers in different settings and contexts by focusing on a real-world case.

Course 2 Description (Social Media for Business I)

This course provides an introduction to social media marketing (SMM). It shows students how to construct social media strategies that achieve desired marketing goals. These marketing goals shape the development of tailored social media strategies. Special attention is given to the most effective techniques for identifying targeted marketing on the social web, with emphasis on the creation of personas that represent the critical online market segments for a company. Students will discover how to put these well-defined personas to work in selecting the optimal social media platforms for reaching an organization's marketing goals. They will be taught the rules of engagement and social media ethics for behaving properly as marketers on the social web. The student will be able to create a comprehensive social media marketing plan, with detailed explanations and illustrations from a real world plan.

Course 3 Description (Sales and Customer Service)

The course presents clearly and concisely the nature of the selling process today- namely, relationship selling and managing the buyer-seller relationship process. Furthermore, the course presents challenges that managers face working with salespeople in a highly dynamic competitive environment. It provides students with the basic concepts and current trends in the customer service industry. Special areas of emphasis include problem solving, development of a customer service strategy, creating customer service systems, coping with challenging customers, customer retention, and measuring satisfaction.

Semester 2:

Semester 2	Course 1 Social Media for Business II	Course 2 E-commerce and Creating your own website	Course 3 Advertising Techniques

Course 1 Description (Social Media for Business II)

This course introduces students to Search Engine Optimization and to Google Adwords. Students will learn the theory behind Google search and other search engine algorithms; they will also build practical, real-world skills that they can apply to a career in digital marketing or online content development, including on-page and off-page optimization, optimizing for local and international audiences, conducting search-focused website audits, and aligning SEO with overall business strategies. Moreover, this course provides students with the best practices to promote their profile or their brand on LinkedIn, YouTube, Twitter, and TikTok. It helps students create a presence of their business, to attract and engage new followers, and to promote its products or services.

Course 2 Description (E-commerce)

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored. Students will build their own web presence and market it using an online platform.

Course 3 Description (Advertising Strategies)

This course focuses on Advertising, the element of the Marketing mix that positions brands, builds brand awareness, creates and changes consumer perceptions, and can generate trial and stimulate sales. Students will learn how Advertising fits within the overall Marketing strategy. This course explores fundamentals of advertising including Client and Agency relationships and organizational structure, targeting consumers, understanding consumer needs and motivations, identifying key consumer insights and benefits, setting advertising objectives, developing relevant messages and creative development, production, media planning, managing budgets and timelines, and measuring the effectiveness of advertising campaigns.

Semester 3	Course 1 Photoshop	Course 2 Illustrator	Course 3 After Effect 2D Animation	Course 4 Cinema 3D

Course 1 Description (Photoshop)

An introduction to learn how to use the Photoshop program and start doing visual manipulation for pictures and then advertisement such as billboard posters press ads, flyer, etc.

Course 2 Description (Illustrator)

Learn how to use the Illustrator program and start creating artwork, icons, posters, packaging, and more beautiful designs and creative vision with shapes, color, effects, and typography.

Course 3 Description (Introduction to 2D Animation (Adobe Premiere/ After Effects)

In this course, students become familiar with animation principles for object and character motion and use digital art and animation software to explore unique storytelling possibilities and create a portfolio of animation. Upon successful completion of this course, students gain an understanding of how to manipulate images and draw and color frames for the animation to show weight and expression in character and object motion and to add animated visual effects to live footage.

Course 4 Description (3D Animation {Cinema 4D and Octane Render} / Storyboard + Audio):

This course covers the basic principles of animation and provides students with a basic understanding of timing. Students learn the fundamentals of weight and its direct relation to timing. They will work with cinema 4D program. This course, allows the students to build animations with topological modifications, like metamorphosis or implicit surfaces, with high-level control. Starting from a 4D objects modeler for animation, it proposes a tool to manipulate 4D objects embedded on imported scenes, running on various OS and environments.

V-   Contact

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