Digital Marketing & Graphic Skills

30 Cr (9 months)

I-   Semester Plan

	Digital Marketing & Graphics			
Semester 1	Course 1 Marketing Principles	Course 2 Social Media for Business I	Course 3 Sales and Customer Service	Course 4 Photoshop *(Visual manipulation software and 2D Vector software)*
Semester 2	Course 1 Social Media for Business II	Course 2 *Introduction to 2D Animation*	Course 3 Content Marketing	Course 4 SEO & Website Optimization
Semester 3	Course 1 Web Design	Course 2 *3D Animation (Elective extra course)*	Course 3 *Illustration of Storyboards for Cinema and Advertising*	

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	Course 2	Course 3	Course 4
	Marketing Principles	Social Media for Business I	Sales and Customer Service	Photoshop

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.

Course 4 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.

Semester 2:

Semester 2	Course 1	Course 2	Course 3	Course 4
	Social Media for Business II	Content Marketing	SEO and Web site optimization	After Effect 2D Animation

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 (Content Marketing)

In this course, you will learn how to develop, organize and implement a content marketing strategy, analyze and measure the effectiveness of content marketing, write compelling copy, use a strategic framework when writing, and build your professional brand and authority through content marketing.

Course 3 Description (SEO and Web site optimization)

This course will help you gain an understanding of search engine algorithms and how they affect organic search results and websites. Building on this knowledge, you'll learn the key elements for creating an effective SEO strategy, including how to select keywords and perform keyword research; consumer psychology and search behavior; and how to conduct on-page SEO analysis to identify opportunities to improve a website's search optimization.

Course 4 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.

Semester 3	Course 1 Web design	Course 2 Illustrator	Course 4 Cinema 3D

Course 1 Description (Web design (Adobe Muse, or/ and Dreamweaver)): (- 3 hours-15 weeks)

This course covers the most fundamental and principles of the design process, using Computer software arts and digital graphics (Adobe Photoshop, Illustrator, and After Effect).

Training students focusing directly on the user programs in preparation and design Web pages, including processes and effects by (Dreamweaver/ or Adobe Muse) program, through practical applications and project and reports in the computer lab.

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 (3D Animation {Cinema 4D and Octane Render} / Storyboard + Audio):
Additional elective course.

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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