



DIGITAL MARKETING FOR FUTURE LEADERS

CURRICULUM

WEEK 1:

FOLLOW THE TRENDS

1. Trends in digital marketing
2. AI and CRM in delivering customer experience
3. Customer journey and marketing touchpoints
4. Campaigns and marketing automation

WEEK 2:

THINK STRATEGICALLY

5. Your Aquarium experiment
6. Your Buyer Persona
7. Your Digital Engagement Canvas
8. Your Digital Audit

WEEK 3:

EXECUTE

9. SEO Audit
10. E-commerce presence
11. Social Media presence
12. Let it fly!