

## WITI ACADEMY

Plot 12 Corporation Rise, Bukoto,  
Kampala- Uganda

# DIGITAL MARKETING CURRICULUM

## COURSE OVERVIEW

In today's interconnected world, digital marketing is essential for businesses of all sizes to reach their target audiences effectively. The **Digital Marketing Program** at the **WITU Digital Jobs Center** equips participants with the knowledge and skills needed to excel in various digital marketing roles. Through a blend of theoretical concepts and practical applications, this program prepares individuals to create impactful marketing campaigns, analyze market trends, and leverage digital tools to drive business growth.

Throughout this **12-week** program, you will:

- **Master Key Digital Marketing Channels:** Gain proficiency in SEO, SEM, social media marketing, email marketing, and content marketing.
- **Utilize Industry-Standard Tools:** Learn to use platforms like Google Analytics, Google Ads, Facebook Ads Manager, HubSpot, and more.
- **Develop Strategic Campaigns:** Plan, execute, and measure the effectiveness of digital marketing campaigns.
- **Analyze and Interpret Data:** Use analytics to inform marketing strategies and improve campaign performance.
- **Build a Professional Portfolio:** Showcase your skills through hands-on projects and a capstone project that demonstrates your ability to drive marketing success.

By the end of the course, you will:

- **Execute Comprehensive Marketing Strategies:** Utilize a range of digital marketing tools and techniques to create effective campaigns.
- **Analyze Marketing Performance:** Use data-driven insights to evaluate and optimize marketing efforts.

- **Engage Target Audiences:** Develop skills to attract and retain customers through compelling content and strategic engagement.
- **Enhance Problem-Solving Skills:** Tackle real-world marketing challenges through practical projects and assignments.
- **Build a Robust Portfolio:** Compile a collection of projects that highlight your digital marketing expertise to potential employers.

## COURSE DURATION

### 12 Weeks

- a. **Sessions:** 2 sessions per week
- b. **Session Length:** 3 hours per session

## LEARNING OBJECTIVES

By the end of this program, participants will:

- **Understand Digital Marketing Fundamentals:** Grasp the core principles and strategies of digital marketing.
- **Develop Proficiency in Key Channels:** Master SEO, SEM, social media, email marketing, and content marketing.
- **Leverage Marketing Tools:** Utilize industry-standard tools for campaign management and performance analysis.
- **Create and Manage Campaigns:** Plan, execute, and monitor digital marketing campaigns effectively.
- **Analyze and Interpret Data:** Use analytics to derive actionable insights and inform marketing strategies.
- **Enhance Communication Skills:** Present marketing strategies and performance reports to stakeholders.
- **Build a Professional Portfolio:** Compile projects that demonstrate comprehensive digital marketing capabilities.

## TARGET AUDIENCE

- **Young women aged 18 to 35** from financially disadvantaged backgrounds.
- **Individuals seeking to enter the digital marketing field.**
- **Professionals aiming to enhance their marketing skills** for career advancement.
- **Entrepreneurs and small business owners** looking to leverage digital marketing for business growth.

- **Data novices and marketing enthusiasts** interested in learning the essentials of digital marketing.

## CONTENT

Week	Title	Module Description
1-2	<b>Introduction to Data Analytics</b>	<p><b>Module 1: Foundations of Data Analytics</b></p> <ul style="list-style-type: none"> <li>- Introduction to Data Analytics: Definitions and Scope</li> <li>- Importance of Data Analytics in Modern Industries</li> <li>- Types of Data Analytics: Descriptive, Diagnostic, Predictive, Prescriptive</li> <li>- Data Analytics Lifecycle: From Data Collection to Decision Making</li> <li>- Understanding Data: Types, Sources, Formats, Constraints, Privacy, and Security</li> <li>- Basic Statistics and Introduction to Data Analysis</li> </ul>
3-4	<b>Data Collection, Cleaning, and Preprocessing</b>	<p><b>Module 2: Data Collection Techniques</b></p> <ul style="list-style-type: none"> <li>- Data Sources: Primary vs. Secondary Data</li> <li>- Methods of Data Collection: Surveys, APIs, Web Scraping</li> <li>- Sampling Techniques and Data Integrity</li> </ul> <p><b>Module 3: Data Cleaning and Preprocessing</b></p> <ul style="list-style-type: none"> <li>- Importance of Data Cleaning</li> <li>- Handling Missing Values and Outliers</li> <li>- Data Normalization and Transformation</li> <li>- Data Formats (Long form and wide form)</li> <li>- Data Privacy and Security</li> <li>- Introduction to Data Preprocessing Tools (Excel, Python Pandas)</li> </ul>
5-6	<b>Statistical Analysis and Data Visualization</b>	<p><b>Module 4: Statistical Analysis</b></p> <ul style="list-style-type: none"> <li>- Descriptive Statistics: Mean, Median, Mode, Variance, Standard Deviation</li> <li>- Inferential Statistics: Hypothesis Testing, Confidence Intervals, p-values</li> <li>- Correlation and Regression Analysis</li> <li>- Statistical Analysis in Excel (Descriptive Statistics, Regression)</li> </ul>

		<ul style="list-style-type: none"> <li>- Using Excel's Analysis ToolPak</li> </ul> <p><b>Module 5: Data Visualization</b></p> <ul style="list-style-type: none"> <li>- Principles of Effective Data Visualization</li> <li>- Tools for Data Visualization: Tableau, Power BI, Python (Matplotlib, Seaborn)</li> <li>- Creating Interactive Dashboards</li> <li>- Best Practices for Data Reporting</li> </ul>
7-8	<b>Advanced Analytics and Reporting</b>	<p><b>Module 6: Introduction to Machine Learning</b></p> <ul style="list-style-type: none"> <li>- Basics of Machine Learning: Supervised vs. Unsupervised Learning</li> <li>- Common Algorithms: Linear Regression, Decision Trees, Clustering</li> <li>- Model Evaluation and Validation</li> <li>- Predictive Analytics with Excel and Python</li> </ul> <p><b>Module 7: Reporting and Presentation of Data Insights</b></p> <ul style="list-style-type: none"> <li>- Best Practices for Data Reporting</li> <li>- Creating Compelling Presentations with Data Insights</li> <li>- Communicating Findings to Non-Technical Stakeholders</li> <li>- Storytelling with Data</li> </ul>
9-10	<b>Specialized Data Analytics Applications</b>	<p><b>Module 8: Business Analytics</b></p> <ul style="list-style-type: none"> <li>- Business Intelligence and Decision Making</li> <li>- Key Performance Indicators (KPIs) and Metrics</li> <li>- Case Studies on Business Analytics in Various Industries</li> </ul> <p><b>Module 9: Financial Analytics</b></p> <ul style="list-style-type: none"> <li>- Financial Data Analysis and Modeling</li> <li>- Investment Analysis and Risk Assessment</li> <li>- Financial Forecasting Techniques</li> </ul>
11-12	<b>Database Management, Data Engineering &amp; Generative AI</b>	<p><b>Module 10: Database Management</b></p> <ul style="list-style-type: none"> <li>- Introduction to Databases and SQL</li> <li>- Database Design and Normalization</li> <li>- Managing and Querying Databases</li> </ul> <p><b>Module 11: Demystifying ChatGPT and Applications</b></p> <ul style="list-style-type: none"> <li>- Overview of ChatGPT and OpenAI</li> </ul>

		<ul style="list-style-type: none"> <li>- Timeline of NLP and Generative AI</li> <li>- Frameworks for Understanding ChatGPT and Generative AI</li> <li>- Implications for Work, Business, and Education</li> <li>- Output Modalities and Limitations</li> <li>- Business Roles to Leverage ChatGPT</li> <li>- Prompt Engineering for Fine-Tuning Outputs</li> <li>- Practical Demonstration and Bonus Section on RLHF</li> </ul> <p><b>Module 12: ChatGPT: The Development Stack</b></p> <ul style="list-style-type: none"> <li>- Mathematical Fundamentals for Generative AI</li> <li>- VAEs: First Generative Neural Networks</li> <li>- GANs: Photorealistic Image Generation</li> <li>- Conditional GANs and Stable Diffusion: Control &amp; Improvement in Image Generation</li> <li>- Transformer Models: Generative AI for Natural Language</li> <li>- ChatGPT: Conversational Generative AI</li> <li>- Hands-on ChatGPT Prototype Creation</li> <li>- Next Steps for Further Learning and Understanding</li> </ul>
12	<b>Capstone Project</b>	Comprehensive project integrating all course components: data collection, cleaning, analysis, visualization, generative AI integration, and reporting tailored to a specific industry or business problem. Presentation to instructors and peers.

**POSSIBLE JOBS FOR DIGITAL MARKETING CURRICULUM GRADUATES**

Job Title	Description	Key Skills Required
<b>Digital Marketing Specialist</b>	Develops and executes digital marketing strategies across channels like social media, email, SEO, and paid ads to drive traffic and engagement.	Social Media Marketing, Google Ads, SEO, Email Marketing, Analytics
<b>Social Media Manager</b>	Manages and grows a company's social media presence by creating content, engaging with the audience, and tracking performance metrics.	Social Media Platforms, Content Creation, Analytics Tools (Hootsuite, Buffer), Community Management

<b>Content Creator</b>	Creates engaging digital content such as blog posts, videos, infographics, and social media posts to attract and engage online audiences.	Content Writing, Video Editing, Graphic Design, Social Media Tools
<b>SEO Specialist</b>	Optimizes website content and structure to improve search engine rankings, drive organic traffic, and enhance user experience.	SEO Tools (Ahrefs, SEMrush), Keyword Research, On-Page/Off-Page SEO, Google Search Console
<b>Email Marketing Specialist</b>	Designs and manages email marketing campaigns to nurture leads, improve customer retention, and drive sales.	Email Marketing Tools (MailChimp, HubSpot), Copywriting, Analytics
<b>PPC (Pay-Per-Click) Specialist</b>	Manages paid advertising campaigns on platforms like Google Ads and Facebook Ads to drive traffic and conversions.	Google Ads, Facebook Ads Manager, A/B Testing, Analytics
<b>Digital Content Strategist</b>	Develops and manages content strategies that align with business goals to attract and retain customers through various digital channels.	Content Planning, SEO, Social Media, Analytics
<b>Web Analytics Specialist</b>	Analyzes website data to understand user behavior, optimize website performance, and improve digital marketing strategies.	Google Analytics, Data Visualization, Reporting Tools
<b>Influencer Marketing Manager</b>	Manages relationships with influencers to promote a brand's products or services and increase brand awareness.	Social Media, Influencer Outreach, Negotiation, Campaign Management
<b>Community Manager</b>	Builds and nurtures online communities by engaging with followers, responding to inquiries, and fostering brand loyalty.	Social Media Management, Community Engagement, Customer Support
<b>Content Marketing Manager</b>	Oversees the creation and distribution of content across various digital channels to drive traffic, engagement, and conversions.	Content Strategy, SEO, Analytics
<b>Digital Advertising Specialist</b>	Manages online advertising campaigns across multiple channels to achieve marketing objectives.	Google Ads, Facebook Ads, LinkedIn Ads, Display Advertising

<b>Brand Manager</b>	Manages the brand’s online presence and ensures consistency in messaging across all digital channels.	Digital Marketing, Brand Strategy, Social Media
<b>Video Marketing Specialist</b>	Creates and manages video content to promote a brand’s products or services, including YouTube and TikTok videos.	Video Editing, Social Media, Content Creation
<b>Market Research Analyst</b>	Gathers and analyzes market data to help businesses understand customer preferences and optimize marketing strategies.	Data Analysis, Survey Tools, Google Analytics
<b>E-commerce Manager</b>	Manages online stores by handling product listings, optimizing the user experience, and driving online sales.	Social Media Ads
<b>Digital Project Manager</b>	Oversees digital marketing projects, coordinating between different teams to ensure campaigns are delivered on time and within budget.	Project Management Tools (Asana, Trello), Digital Marketing, Reporting
<b>Customer Acquisition Specialist</b>	Focuses on acquiring new customers through various digital marketing channels and campaigns.	Google Ads, Facebook Ads, Email Marketing, Analytics
<b>Online Reputation Manager</b>	Monitors and manages a brand’s online reputation by responding to reviews, handling customer feedback, and ensuring a positive digital presence.	Social Listening Tools, Customer Engagement, Crisis Management
<b>Freelance Digital Marketer</b>	Works independently to provide digital marketing services to clients across various industries.	SEO, PPC, Content Creation, Social Media Management

**CAREER PATHWAY**

<b>Entry-Level Roles</b>	<b>Mid-Level Roles</b>	<b>Advanced Roles</b>
Social Media Assistant	Digital Marketing Specialist	Digital Marketing Manager
Content Creator	PPC Specialist	Brand Manager
SEO Assistant	Email Marketing Specialist	Head of Digital Marketing

Community Manager	Influencer Marketing Manager	Digital Strategy Consultant
-------------------	------------------------------	-----------------------------

## INDUSTRIES WHERE DIGITAL MARKETING JOBS ARE IN-DEMAND

1. **Retail & E-commerce** – Managing online stores, driving traffic, and optimizing sales.
2. **Technology** – Promoting SaaS products and IT services.
3. **Media & Entertainment** – Managing social media accounts, creating content, and building brand awareness.
4. **Healthcare** – Educating patients and promoting healthcare services through digital platforms.
5. **Finance** – Managing online advertising, customer acquisition, and reputation management.
6. **Nonprofits** – Raising awareness and funds through digital campaigns.

## POPULAR JOB TITLES BY SKILL FOCUS

Skill Focus	Job Titles
<b>Social Media Marketing</b>	Social Media Manager, Community Manager, Influencer Marketing Manager
<b>Content Creation</b>	Content Creator, Digital Content Strategist, Video Marketing Specialist
<b>SEO and Analytics</b>	SEO Specialist, Web Analytics Specialist, Market Research Analyst
<b>Email Marketing</b>	Email Marketing Specialist, Customer Acquisition Specialist
<b>Paid Advertising</b>	PPC Specialist, Digital Advertising Specialist
<b>Project Management</b>	Digital Project Manager, Brand Manager

## FREELANCING AND GIG OPPORTUNITIES

With the skills gained from the **Digital Marketing Curriculum**, graduates can also explore **freelancing opportunities** on platforms like:

1. **Upwork**



2. Fiverr
3. Freelancer
4. Toptal
5. PeoplePerHour
6. Others....

*Instructors will discuss these options in detail*

## **REMOTE WORK OPPORTUNITIES**

Many **digital marketing roles** are suitable for **remote work**. Companies worldwide are increasingly hiring remote digital marketers for roles such as:

- Social Media Manager
- Digital Content Strategist
- SEO Specialist
- PPC Specialist
- Email Marketing Specialist
- And other roles...