

COURSE OUTLINE

Programme	Digital Marketing mastery
Course Name	Digital Marketing Mastery - AI-Integrated Practical Programme
Credit Hours	3+0 (equivalent)
Pre/Co-requisite	None - No prior marketing experience required
Delivery Mode	Online - Live Zoom Sessions (Synchronous)
Platform	Earnify Edu (earnifyedu.com) - Masteriyo LMS
Duration	8 Weeks / 24 Live Sessions / 50 minutes per session
Total Contact Hours	20 hours (24 × 50 min)

Course Synopsis

This course introduces students to the key concepts and practices of modern digital marketing in the AI era. The course covers essential areas including data-driven market research, website development and conversion optimization, search engine optimization (SEO), AI-powered content creation, social media strategy, paid advertising (Meta Ads and Google Ads), email marketing and automation workflows, and marketing analytics.

Students will use industry tools such as Google Trends, Ubersuggest, WordPress, ChatGPT, Canva, Meta Ads Manager, Mailchimp, and Google Analytics to develop practical marketing skills through hands-on projects in every class. Through case studies based on Pakistani businesses, collaborative activities, AI-integrated workflows, and a capstone strategy project, students will learn to design and implement data-driven digital marketing strategies for real-world business applications.

The course is designed for the online learning environment with structured engagement anchors ensuring active participation in every session. AI tools are integrated throughout as the primary production method, not as a separate topic.

Course Learning Outcomes (CLOs)

At the end of this course, students will be able to:

CLO	Course Learning Outcome	Bloom's Level	Domain
CLO 1	Explain the fundamental concepts, channels, tools, and business models of digital marketing and their role in modern business strategies.	C2	Cognitive (Understand)
CLO 2	Apply market research techniques, audience analysis tools, and competitor evaluation methods to make evidence-based marketing decisions.	C3	Cognitive (Apply)
CLO 3	Design and implement multi-channel digital marketing campaigns by evaluating business challenges, generating creative solutions, and selecting optimal strategies for authentic marketing contexts.	C5	Cognitive (Evaluate/Design)
CLO 4	Analyze marketing campaign performance using analytics tools and key metrics (CTR, CPC, ROI, conversion rates) to derive actionable insights and optimize marketing decisions.	C4	Cognitive (Analyze)
CLO 5	Create a comprehensive digital marketing strategy integrating market research, campaign design, performance analysis, and measurement systems for a real-world business scenario.	C6	Cognitive (Create)

Mapping of CLOs to Teaching & Learning Methods and Assessment Methods

CLO	Course Learning Outcome	BT Level	Teaching & Learning Methods	Assessment Methods
1	Explain digital marketing concepts, channels, tools, and business models.	C2	Active Learning: Interactive lectures with Pakistani brand examples, think-pair-share discussions, tool demonstration walkthroughs.	Quiz 1 (partial), Observation Task, Discussion participation.
2	Apply market research and audience analysis tools to make evidence-based decisions.	C3	Cooperative Learning: Live tool demonstrations, small business case study analysis, group competitor comparison exercises, AI-assisted research activities.	Assignment 1 (Market Research Report), Quiz 1, Quiz 2, Group exercise outputs.
3	Design multi-channel campaigns by evaluating challenges, generating creative solutions, and selecting strategies.	C5	Experiential Learning: Hands-on website building, AI-powered content creation workshops, ad creative design under constraints, peer review and critique sessions, structured brainstorming.	Assignment 2 (SEO Audit), Assignment 3 (Content Strategy), Quiz 2, Quiz 3, Portfolio pieces.
4	Analyze campaign performance using analytics tools and key metrics to derive actionable insights.	C4	Data Analysis: Sample data interpretation exercises, automation workflow design, dashboard analysis, scenario-based decision tasks.	Assignment 4 (Email + Automation + Analytics), Quiz 3, Quiz 4, Data-justified decision memos.
5	Create a comprehensive digital marketing strategy integrating research, campaigns, analysis, and measurement.	C6	Project-Based Learning: Capstone strategy development, group planning sessions, peer review of drafts, oral presentation and viva defence, self-reflection.	Capstone Project (strategy document + presentation/viva + self-reflection report).

Details on Innovative Teaching & Learning Practices

No.	Type	Implementation
1	Active Learning	Conducted through interactive lectures with real Pakistani brand examples, case study discussions, Zoom polls, chat challenges, and in-class marketing strategy debates. Every class follows the Engagement Anchor Pattern: no lecture segment exceeds 12 minutes without an active student task.
2	Cooperative Learning	Conducted through structured Zoom breakout room activities (groups of 2–3 students) with specific deliverables and time limits. Students collaborate on competitor analysis, content brainstorming, and strategy critique sessions. All group tasks have defined outputs and debrief protocols.
3	Blended Learning	Conducted through the Earnify Edu LMS (Masteriyo on WordPress). All course materials, assignment briefs, quiz administration, and submission management are handled through the LMS. Live sessions via Zoom are complemented by asynchronous resources and recorded session access.
4	Experiential Learning	Students develop real digital marketing assets throughout the course: a live WordPress website (Module 3), SEO-optimized content (Module 4), professional marketing posts (Module 5), ad creatives (Module 6), email automation workflows (Module 7), and a complete marketing strategy (Module 8). All practical work feeds into a professional portfolio.
5	AI-Integrated Learning	AI tools (ChatGPT, Canva AI) are integrated into every module as the primary production method - not taught as a separate topic. Students learn to use AI for research validation, content creation, ad copy generation, and email writing. Critical evaluation of AI output is embedded throughout: students must always refine, validate, and justify AI-generated work.

Week	Module	Key Topics	CLO	Assessment
1	M1: Digital Marketing Fundamentals & the AI-Powered Marketing Landscape	What is DM, traditional vs digital, the DM funnel, AI in marketing ecosystem, industry tools overview, career pathways in Pakistan	CLO 1	-
2	M2: Data-Driven Market Research & Audience Intelligence	Buyer personas, Google Trends, Ubersuggest, AI-assisted research, keyword intelligence, competitor analysis	CLO 2	Quiz1 Assignment 1
3	M3: Website Development & Conversion Optimization	Domains & hosting, WordPress site building, AI content creation, landing pages, conversion optimization principles	CLO 3	(Portfolio building)
4	M4: Search Engine Optimization in the AI Era	How search engines work, AI search (SGE), on-page SEO, AI-assisted SEO content, off-page & technical SEO, SEO audit methodology	CLO 3	Quiz2 Assignment 2
5	M5: AI-Powered Content Creation & Social Media Strategy	Content marketing strategy, AI content workflow (ChatGPT + Canva), content calendaring, social media platforms for Pakistani audiences, brand building	CLO 3	Assignment 3
6	M6: Paid Advertising & Campaign Management	Meta Ads structure & objectives, audience targeting, AI ad creative design, Google Ads, YouTube Ads, cross-platform strategy, budget allocation	CLO 3 CLO 4	Quiz 3
7	M7: Email Marketing, Automation Workflows & Marketing Analytics	Email strategy, Mailchimp campaigns, automation workflows (triggers, conditions), marketing metrics (CTR, CPC, ROI), data interpretation, optimization decisions	CLO 4	Quiz4 Assignment 4
8	M8: Digital Marketing Strategy, Freelancing & Capstone Project	Integrated strategy development, freelancing (Fiverr/Upwork) profile setup, portfolio compilation, capstone presentations, viva defence, self-reflection	CLO 5	Capstone Project Viva/Presentation Self-Reflection

CLO → Assessment Mapping

CLO	Quizzes	Assignments	Capstone Project	Viva /Presentation	Self-Reflection
CLO 1	Quiz 1(partial)	-	-	-	-
CLO 2	Quiz 1, 2	Assignment 1	-	-	-
CLO 3	Quiz 2, 3	Assignment 2, 3	-	-	-
CLO 4	Quiz 3, 4	Assignment 4	-	-	-
CLO 5	-	-	✓	✓	✓

Assessment Methods

No.	Assessment	Weight	Details
1	Quizzes (4 quizzes)	15%	In-class, 15 minutes each. Mix of MCQ, scenario-based, case study, matching, and true/false with justification. Administered at end of Classes 6, 12, 18, 21.
2	Assignments (4 assignments)	40%	Take-home, 10% each. Market Research Report (W2), SEO Audit (W4), Content Strategy Package (W5), Email + Automation + Analytics Report (W7). Rubric-graded using 4-level scale.
3	Capstone Project	20%	Complete digital marketing strategy document for a real business scenario. Includes research foundation, channel strategy, content plan, automation workflow, analytics/KPI plan, and 30-day action plan.
4	Viva / Oral Presentation	15%	5–7 slide presentation + 3 min viva defence in Class 24. Instructor probes decision reasoning: 'Why this channel?', 'What alternatives?', 'What if conditions changed?'
5	Self-Reflection Report	5%	1-page reflection submitted 3 days after Class 24. Covers skills developed, most challenging aspects, and how marketing thinking changed during the course.
	Pre/Post Test (DMSSA)	Ungraded	Digital Marketing Soft Skills Assessment administered before Week 1 and after Week 8 for research evaluation purposes. Does not count toward course grade.
	TOTAL	100%	10 graded items across 8 weeks

Learning Resources & Tools

Primary Tools (Used in Every Module)

- ChatGPT - AI-assisted content creation, research, copywriting
- Canva (Free + AI) - Visual design, social media posts, ad creatives, presentations
- Google Trends - Market research, keyword trends, audience insights
- Zoom - Live class delivery, breakout rooms, screen sharing
- Earnify Edu LMS - Course materials, assignment submission, quizzes, grades

Module-Specific Tools

- Ubersuggest - Keyword research, SEO analysis (Modules 2, 4)
- WordPress + Hostinger - Website building and hosting (Modules 3, 4)
- Yoast SEO - On-page SEO optimization (Module 4)
- Google PageSpeed Insights - Technical SEO performance (Module 4)
- Google Search Console - Search indexing and ranking (Module 4)
- Meta Business Suite / Ads Library - Ad campaign analysis (Modules 2, 6)
- Google Ads - Search and display advertising (Module 6)
- Mailchimp - Email marketing and automation workflows (Module 7)
- Google Sheets - Data analysis, content calendaring, budget planning
- Google Slides / PowerPoint - Presentations
- Fiverr / Upwork - Freelancing platform setup (Module 8)

Recommended Reading (Optional)

- Digital Marketing: Strategy, Implementation and Practice - Dave Chaffey & Fiona Ellis-Chadwick
- Influence: The Psychology of Persuasion - Robert Cialdini
- Building a StoryBrand - Donald Miller
- Contagious: Why Things Catch On - Jonah Berger

Additional resources and readings will be shared through the Earnify LMS throughout the course.

Course Policies

Quiz Policy

Four quizzes will be administered in-class during the final 15 minutes of Classes 6, 12, 18, and 21. Quizzes include a mix of MCQ, scenario-based, case study, matching, and true/false with justification questions. Each quiz covers the material from the preceding two modules. All four quizzes count toward the final grade (no 'best-of' policy). Students who miss a quiz due to documented emergencies may be given a makeup quiz at the instructor's discretion.

Assignment Policy

Four assignments are due at the end of Weeks 2, 4, 5, and 7 respectively. Assignments are submitted as PDF through the Earnify LMS by 11:59 PM on the due date. Late submissions receive a 10% deduction per day, up to a maximum of 3 days late. Submissions more than 3 days late will not be accepted. All assignments are graded using detailed rubrics (4-level scale: Unacceptable, Does Not Meet Expectations, Meets Expectations, Exceeds Expectations). Rubrics are shared with students before each assignment.

Practical activities from class sessions are integrated INTO assignments - students begin work in class with instructor support and complete it independently. This ensures practical skills are directly connected to assessed deliverables.

Capstone Project Policy

The capstone project is a comprehensive digital marketing strategy for a real or realistic business scenario. Students may use their own business idea or select from a list provided by the instructor. The strategy document must be submitted before Class 24. The oral presentation (5 - 7 slides, 5 minutes) and viva defence (3 minutes of Q&A) are conducted in Class 24. The self-reflection report is due 3 days after Class 24.

AI Usage Policy

AI tools (ChatGPT, Canva AI, etc.) are encouraged and expected throughout the course. However, submitting raw, unedited AI output is considered insufficient work and will receive 'Does Not Meet Expectations' in rubric grading. Students must always refine, validate, and improve AI-generated content. When AI is used, students must credit it: 'Generated using ChatGPT, refined based on [tool/data source].' The goal is to learn to work WITH AI effectively, not to let AI do the work.

Attendance & Participation Policy

Students are expected to attend all 24 live Zoom sessions with cameras on. Attendance is tracked through Zoom logs. While participation is not graded separately, active engagement in chat responses, breakout room activities, and class discussions is essential for learning and will naturally reflect in assignment and quiz performance. Students who miss more than 4 sessions without documented justification may not be eligible for the certificate of completion.

Academic Integrity & Plagiarism

Earnify Edu maintains a strict policy on academic integrity. While collaboration and discussion are encouraged, all submitted work must be the student's own. Plagiarism - including copying from peers, submitting another student's work, or submitting AI-generated content without refinement and attribution - will result in zero marks for the affected assessment and may result in removal from the course. AI-generated content that is clearly edited, refined, and attributed is acceptable and expected.

Communication & Support

The primary communication channel is the course WhatsApp group for quick questions and peer support. For assignment clarifications and grading queries, students should contact the instructor via email. Office hours: 9:00 am to 5:00 pm. Technical issues with the Earnify platform should be reported to earnify@earnify.edu.pk.

Certificate of Completion

Students who complete all assessments and achieve an overall passing grade will receive a Certificate of Completion from Earnify Edu. The certificate is signed by the course instructor and can be added to the student's professional portfolio, LinkedIn profile, or freelancing platform profiles.