



## Digital Marketing Course

Digital Marketing (DM) includes all marketing activities that use electronic devices connected to the internet to engage with customers.

An SMstudy subscription provides a unique opportunity for all sales and marketing enthusiasts to gain access to the largest pool of content in one place. SMstudy works with experts from various facets of Sales and Marketing who offer relevant and insightful content in their field of expertise. These experts publish their content on the SMstudy ecosystem in the form of high-quality online courses that can be accessed by all subscribers. Subscribers not only receive access to the comprehensive resources on Sales and Marketing, but can also connect with each other and share knowledge.



SMstudy is the Global Accreditation body for Sales and Marketing certifications, a global leader in education with more than 400,000 students world-wide in more than 3,500 companies. The SMstudy® Guide offers a comprehensive framework that can be used to effectively manage Sales and Marketing efforts in any organization. The objective of the SMstudy® Guide is to provide a practical and process-oriented approach to Sales and Marketing that emphasizes how various elements of Sales and Marketing can be integrated to develop a comprehensive and effective organizational plan. The concepts in the SMstudy® Guide can be applied effectively to any company in any industry—from small companies with only a few employees to large, complex organizations with numerous business units, multiple product lines, and thousands of employees across many countries.

## Why should students use SMstudy?

### Earn industry recognized certifications

SMstudy is the Global Accreditation Body for Sales and Marketing Certifications. Students can enroll and study through our 1000+ high quality videos, case studies, chapter test questions and more and gain a very good understanding of the different facets of Sales and Marketing.

### Enjoy flexible learning solutions

SMstudy uses the best delivery mechanisms for students through best-in-class mobile apps, high-end online courses, or physical classes ensuring that students have an engaging learning experience anytime, anywhere.

### Learn from community

Students learn with a peer group from over 100 countries through our subject-specific discussion forums on LinkedIn and Facebook, or by discussions in our mobile apps and online forums. This collaborative learning helps you understand how sales and marketing practices differ across countries, companies and industries.

### Gain access to the largest library of courses related to Sales and Marketing

SMstudy contains the largest repository of Sales and Marketing content both created by SMstudy, and also sourced from experts globally. This library helps students become industry ready with specialized learning on any topic of interest and helps them to be more confident and effective in their job.

### LEARNING RESOURCES INCLUDED:

#### - ONLINE VIDEOS

High-Quality videos for each chapter and knowledge area

#### - MOBILE APPS

Access courses in all formats through innovative mobile apps

#### - ENGAGING CASE STUDIES

Real Life scenarios ensuring effective learning

#### - FULL LENGTH SIMULATED EXAMS & CHAPTER TESTS

Practise Exams & Tests to help prepare you for the big day

#### - STUDY GUIDES AND PODCASTS

Access course material on the move, even when offline

#### - PROGRESS TRACKING

Real time information at your finger tips



**Certification:**

SMstudy Digital Marketing certifications include Associate, Professional, Specialist, and Expert level certifications. Anyone interested in learning about digital marketing can earn these certifications.

**SMstudy SCDM-P**  
**Digital Marketing Professional**

**Exam Format:**

- Multiple choice
- 100 questions per exam
- No negative marks for wrong answers
- 120 minutes duration
- Proctored online exam

**Audience Profile:**

This certification is appropriate for anyone interested in becoming a Sales and Marketing professional.

**Prerequisites:**

It is preferable to complete the SMstudy® Associate level certification and study the recommended processes from the SMstudy Guide. There are no formal prerequisites to this course.

**SMstudy SCDM-S**  
**Digital Marketing Specialist**

**Exam Format:**

- Multiple choice
- 140 questions per exam
- No negative marks for wrong answers
- 180 minutes duration
- Proctored online exam

**Audience Profile:**

This certification is appropriate for Sales and Marketing professionals interested in becoming Sales and Marketing Specialists.

**Prerequisites:**

The candidate should have a minimum of three years work experience. It is preferable to complete the SMstudy® Professional level certification and study all processes from the SMstudy Guide.

**SMstudy SCDM-E**  
**Digital Marketing Expert**

**Exam Format:**

- Multiple choice
- 180 questions per exam
- No negative marks for wrong answers
- 240 minutes duration
- Proctored online exam

**Audience Profile:**

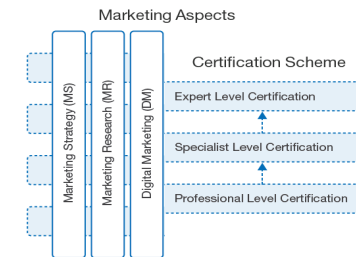
This certification is appropriate for Sales and Marketing professionals interested in becoming a SMstudy certified Sales and Marketing Expert.

**Prerequisites:**

The candidate should have a minimum of five years work experience. It is necessary to complete the SMstudy® Specialist level certification and study all processes from the SMstudy Guide before applying for the SMstudy® Expert level certification.

- 1. Introduction**
  - a. A Brief History of Digital Marketing
  - b. Corporate Strategy Overview
  - c. Aspects of Sales and Marketing
  - d. Levels of Sales and Marketing Strategy
  - e. Marketing Strategy Overview
  - f. Digital Marketing Overview
- 2. Understand and Evaluate Digital Marketing (DM) Channels**
  - a. Understand Available DM Channels
  - b. Evaluate DM Channels
- 3. Plan and Develop DM Channels**
  - a. Plan and Develop Website Channel
  - b. Plan and Develop Mobile Channel
  - c. Plan and Develop Social Media Channel
- 4. Optimize Website**
  - a. Optimize Website for Reach
  - b. Optimize Website for Relationship
  - c. Optimize Website for Reputation
- 5. Optimize Mobile/Tablet/Devices**
  - a. Optimize Mobile Site and App for Reach
  - b. Optimize Mobile Site and App for Relationship
  - c. Optimize Mobile Site and App for Reputation
- 6. Optimize Social Media**
  - a. Optimize Social Media for Reach
  - b. Optimize Social Media for Relationship
  - c. Optimize Social Media for Reputation
- 7. Other Important Elements of DM Channels**
  - a. E-mail Marketing
  - b. Web Analytics
  - c. Search Marketing
  - d. Popular Social Media Platforms
  - e. Affiliate Marketing
  - f. Search Engine Optimization

\*More detailed descriptions of the above are available upon request.



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