

SOCA SCHOOL OF DIGITAL MARKETING



OVERVIEW OF DIGITAL MEDIA MARKETING COURSE

Lector

Digital Marketing

JOHAN

- Chapter 1 Introduction to Digital Marketing
- Chapter 2 Traditional vs Non Traditional Marketing
- Chapter 3 Different Forms of Digital Marketing

Copywriting

TAMARYNE

- Chapter 1 Introduction to Online Copywriting
- Chapter 2 Online Copywriting Best Practices and Techniques
- Chapter 3 Headlines, Call to Action and Persuasive Copy
- Chapter 4 Copywriting for Search Engine Optimisation (SEO)
- Chapter 5 Content Strategies and Quoting Clients
- Chapter 6 Article & Blog Post Writing
- Chapter 7 Social Media Copywriting Styles

Social Media

JOHAN

- Chapter 1 Getting to Know The World of Social Media
- Chapter 2 Knowing Your Audience & Brand
- Chapter 3 The Platforms – Social Content
- Chapter 4 User Generated Content – YouTube, Instagram & Beyond...
- Chapter 5 Facebook

Chapter 6	Twitter
Chapter 7	Instagram
Chapter 8	Youtube
Chapter 9	Setup of Competition Campaigns
Chapter 10	Data Driven Marketing & Sales
Chapter 11	Strategy – Monetising the Process

Digital Ads

TAMARYNE

Chapter 1	Introduction to Facebook Marketing
Chapter 2	Facebook Page
Chapter 3	Facebook Business Manager
Chapter 4	Facebook Ads
Chapter 5	Facebook Pixel
Chapter 6	Facebook Engagement
Chapter 7	Facebook Reporting
Chapter 8	Facebook Insights
Chapter 9	Introduction to AdWords (Google)
Chapter 10	AdWords interface
Chapter 11	Optimising Campaign Quality
Chapter 12	Creating an Advert

Corporate Identity

JOHAN/TAMARYNE

Chapter 1	Introduction to Fundamentals of Corporate Identity
Chapter 2	Logo
Chapter 3	Colour Palette
Chapter 4	Fonts
Chapter 5	Design Elements
Chapter 6	Stationary
Chapter 7	Clothing & Merchandise

Presenting

JOHAN

Chapter 1	Introduction to Prezzi
Chapter 2	Interactive Elements of Prezzi

- Chapter 3 Building an Interactive Presentation
- Chapter 4 Present your Presentation

Photography

HENK/JANE

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- Chapter 1 What is Photography & Photography Styles
 - Chapter 2 Introduction to Adobe Lightroom
 - Chapter 3 Enhancing Images through the Development Module
 - Chapter 4 Localized Adjustments
 - Chapter 5 HSL and Black and White
 - Chapter 6 Batch Processing
 - Chapter 7 Output and Printing
 - Chapter 8 HDR and Photo-merging
 - Chapter 9 Camera Functions and Lenses
 - Chapter 10 Motion and Depth
 - Chapter 11 Composition
 - Chapter 12 How Much Light is enough?
 - Chapter 13 Fully Manual Mode
 - Chapter 14 The Colour of Light
 - Chapter 15 The Digital Image

Videography

JOHAN/JB/KYLE

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- Chapter 1 Story-Telling & Storyboard Conceptualizing
 - Chapter 2 Introduction To Capturing Video & Exploring Different Devices
 - Chapter 3 How Video Works
 - Chapter 4 Apertures and Lenses
 - Chapter 5 Compositional Techniques & Movement
 - Chapter 6 White Balance & Lighting
 - Chapter 7 Audio
 - Chapter 8 Cinematography
 - Chapter 9 Introduction to Sony Vegas
 - Chapter 10 How to Import Video & Audio
 - Chapter 11 Selection & Placement of Video Scenes
 - Chapter 12 Video Scene Colour Correction & Filters
 - Chapter 13 Learning to Fade & Layer Scenes

Chapter 14	Intro`s & Outro`s
Chapter 15	Video Effects
Chapter 16	Rendering of Video

Graphic Design

JANE/KYLE

Chapter 1	Introduction to Graphic Design
Chapter 2	Elements & Principles of Design
Chapter 3	Logo Creation with Adobe Illustrator
Chapter 4	Designing for Web
Chapter 5	Print & Pre-Press Basics and InDesign Introduction
Chapter 6	Introduction to Adobe Photoshop
Chapter 7	Customising Photoshop
Chapter 8	Enhancing Images with Adjustments
Chapter 9	Layer Types & Masking
Chapter 10	The Power of Selection Tools
Chapter 11	Creating an Image Composite
Chapter 12	The Art of Image Re-Touching

Website Design

TAMARYNE

Chapter 1	Introduction to Hosting (Hetzner)
Chapter 2	Setup of Hosting Account
Chapter 3	Registering a Domain
Chapter 4	Creating a Customized Email
Chapter 5	Introduction to Wordpress
Chapter 6	Learning The WordPress Basics
Chapter 7	Using WordPress Plugins
Chapter 8	Using WordPress Themes
Chapter 9	Customizing WordPress
Chapter 10	Installing a Wordpress Theme on your Domain
Chapter 11	Setup & Launch your Website
Chapter 12	Website SEO