



ROLASOFT PROFESSIONAL COMPUTER & IT
COURSES VERSION 2.0 LATEST

Digital Marketing (Top-Up)

*Become a job-ready Digital Marketing in two
(2) years!*

Benefits of Studying Digital Marketing with RolaSoft

✓ 1. Industry-Relevant Curriculum

Stay ahead with a syllabus designed by industry experts, focused on real-world scenario.

✓ 2. Hands-On Training

Learn by doing — build real-time projects, Content Strategist, and gain practical experience.

✓ 3. Experienced Instructors

Gain insights from certified professionals and Digital Marketing Manager with years of teaching and industry experience.

✓ 4. Placement Assistance

Access job support services including resume building, mock interviews, and direct placement opportunities with partner companies.

✓ 5. Flexible Learning Modes

Choose between: **Online**, **Offline (at our center)**, or **Hybrid Classes**

Benefits of Studying Digital Marketing with RolaSoft

✓ 6. Mini & Major Projects

Work on individual and group projects to strengthen your portfolio and impress future employers.

✓ 7. Certification Upon Completion

Earn a **Professional Diploma** from RolaSoft Technologies, recognized by IT recruiters and employers.

✓ 8. Small Batch Size

Personalized attention and better interaction in small groups for an enhanced learning experience.

✓ 9. Affordable Fees & Installment Plans

Top-tier training at a reasonable cost, with flexible payment options.

✓ 10. Career-Oriented Skills You'll Gain at RolaSoft Technologies

RolaSoft ensures you're job-ready with the right tech stack and practical knowledge.

Digital Marketing (Top-Up) Course Details



Duration

Two (2) Years (6 Semesters-4 Months Per Semester) - Full-Time Program



Schedule

Weekdays / Weekends



Learning Modes

Online, Offline (at our center), or Hybrid Classes



Start Date

January, April, July and October — enroll now!



Eligibility

No prior experience required

Digital Marketing (Top-Up) Prerequisites

- ✓ Basic knowledge of mathematics and logical reasoning
- ✓ No prior programming experience is required, but familiarity with computers is helpful

Two-Year Digital Marketing Program – Program Details

Program Overview

The **Digital Marketing** course at ***Rolasoft Technologies*** is a comprehensive 2-year program designed to provide students with an in-depth understanding of digital marketing strategies, tools, and techniques. The course covers the entire spectrum of digital marketing, including SEO, social media marketing, content marketing, email marketing, paid advertising, analytics, and more.

With hands-on projects, real-world case studies, and practical exposure to digital marketing tools, students will gain the skills necessary to create, manage, and optimize successful digital marketing campaigns. By the end of the course, students will be well-prepared for a career in digital marketing and ready to handle roles such as **Digital Marketing Manager, SEO Specialist, Social Media Manager, Content Strategist, and PPC Specialist.**

Who Should Take This Digital Marketing Program(Top-Up)?

Who Should Take This Digital Marketing Program?

- ✓ **Graduates** seeking a career in digital marketing
- ✓ **Marketing professionals** looking to shift to digital platforms
- ✓ **Entrepreneurs** who want to use digital marketing for business growth
- ✓ **Freelancers** looking to offer digital marketing services
- ✓ **Professionals** seeking certifications in digital marketing
- ✓ **Anyone passionate** about exploring the digital marketing landscape and trends

Year 1 Curriculum : Introduction to Digital Marketing, SEO and SMM

Semester 1: Introduction to Digital Marketing & Fundamentals

✓ Introduction to Digital Marketing

(Overview of Digital Marketing, Traditional vs. Digital Marketing, Digital Marketing Channels & Strategies, Latest Trends in Digital Marketing)

✓ Website Development & UI/UX Basics

(Basics of Web Development (HTML, CSS, WordPress), User Experience (UX) & User Interface (UI) Design, Website Optimization for SEO & Performance, Introduction to Web Analytics)

✓ Search Engine Optimization (SEO)

(Introduction to SEO & Its Importance, On-Page SEO: Keywords, Meta Tags, Image Optimization, Off-Page SEO: Backlink Building, Guest Blogging, Technical SEO: Sitemaps, Robots.txt, Schema Markup, SEO Tools (Google Search Console, SEMrush, Ahrefs))

Year 1 Curriculum : Introduction to Digital Marketing, SEO and SMM

✓ **SEO Audits and Tools**

(Conducting an SEO audit using Google Search Console, Ahrefs, SEMrush, Using Google's PageSpeed Insights for improving website performance)

✓ **Content Marketing & Blogging**

(Understanding Content Marketing, Creating Engaging Blog Content, Storytelling & Brand Voice, Content Calendar & Planning, Techniques)

✓ **Practical Assignment:** Create and optimize a personal blog

✓ **Hands-On:** Perform a website SEO audit and optimize a website's on-page SEO

✓ **Hands-On:** Build a simple website using WordPress and set up Google Analytics for tracking

✓ **Qualification Awarded : Certificate in Digital Marketing (Level 1)**

Year 1 Curriculum : Introduction to Digital Marketing, SEO and SMM

Semester 2: Intermediate Digital Marketing Strategies

✓ Social Media Marketing (SMM)

(Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok Marketing, Social Media Strategy & Content Creation, Community Management & Engagement, Social Media Analytics & Performance Tracking)

✓ Pay-Per-Click (PPC) & Google Ads

(Introduction to PPC & Search Engine Marketing (SEM), Google Ads Account Setup & Campaign Structuring, Keyword Research for PPC, Ad Copywriting & Quality Score Optimization, A/B Testing & Performance Tracking)

✓ Email Marketing & CRM

(Email Marketing Fundamentals & Best Practices, Building Email Lists & Segmentation, Email Automation & Drip Campaigns, Writing High-Converting Emails, CRM Tools (Mailchimp, HubSpot, **SendGrid**, Salesforce), Types of email campaigns: Newsletters, promotional emails, transactional emails)

Year 1 Curriculum : Introduction to Digital Marketing, SEO and SMM

✓ **Affiliate & Influencer Marketing**

(Basics of Affiliate Marketing, Finding & Partnering with Influencers, Affiliate Networks & Tracking, Measuring Affiliate Marketing Success)

✓ **Hands-On:** Create and execute an email marketing campaign, set up marketing automation workflows

✓ **Hands-On:** Run a social media ad campaign and create a content marketing plan for a brand

✓ **Project:** Run a live social media campaign & track performance

✓ **Qualification Awarded : Certificate in Digital Marketing (Level 2)**

Year 1 Curriculum : Introduction to Digital Marketing, SEO and SMM

Semester 3: Paid Advertising & Advanced Digital Marketing Strategies

✓ Introduction to Paid Advertising

(Overview of paid advertising channels: Google Ads, Bing Ads, Facebook Ads, LinkedIn Ads, Search Engine Marketing (SEM) vs Social Media Advertising, Campaign types: Search ads, display ads, video ads, and remarketing ads)

✓ Google Ads (AdWords) Campaigns

(Setting up Google Ads campaigns: Search, display, and shopping campaigns, Keyword research for Google Ads, Analyzing PPC campaign performance: Click-through rate (CTR), cost per click (CPC), quality score, Advanced bidding strategies: Target CPA, Target ROAS, manual CPC)

Year 1 Curriculum : Introduction to Digital Marketing, SEO and SMM

✓ **Advanced Digital Marketing Strategies**

(Retargeting and remarketing strategies, Creating multi-channel campaigns, Conversion Rate Optimization (CRO) and funnel optimization, Integrating digital marketing channels for effective campaign)

✓ **Hands-On:** Create and manage a Google Ads campaign, implement retargeting strategies

✓ **Qualification Awarded : Ordinary Diploma in Digital Marketing**

Year 2 Curriculum : Digital Marketing Analytics & Industry Exposure

Semester 4: Advanced Digital Marketing & Analytics

✓ Advanced SEO & Local SEO

(Voice Search & AI in SEO, Mobile SEO Optimization, Local SEO & Google My Business, Schema Markup & Advanced Link Building, SEO Competitor Analysis)

✓ Video Marketing & YouTube SEO

(Importance of Video Content, YouTube SEO & Monetization, Video Editing Basics, Creating Viral Video Content)

✓ Conversion Rate Optimization (CRO) & Landing Pages

(Understanding User Behavior & Heatmaps, A/B Testing Strategies, Designing High-Converting Landing Pages, Lead Generation Strategies)

Year 2 Curriculum : Digital Marketing Analytics & Industry Exposure

- ✓ **Marketing Automation & AI in Digital Marketing**
(Marketing Automation Tools (Zapier, HubSpot, Marketo), AI & Chatbots in Digital Marketing, Personalization & AI-Driven Campaigns, Future of AI in Marketing)
- ✓ **Practical Assignment:** Create and optimize a landing page with lead generation
- ✓ **Qualification Awarded : Advanced Diploma in Digital Marketing**

Year 2 Curriculum : Digital Marketing Analytics & Industry Exposure

Semester 5: Advanced Strategies & Industry Exposure

✓ E-commerce Marketing & Dropshipping

(Building an E-commerce Brand, Shopify, WooCommerce & Other Platforms, E-commerce SEO & PPC Strategies, Social Commerce & Influencer Partnerships)

✓ Mobile Marketing & App Store Optimization (ASO)

(Mobile Marketing Trends, App Store Optimization (ASO) Techniques, Mobile Advertising (In-App Ads, Push Notifications), SMS & WhatsApp Marketing)

✓ Digital Marketing Analytics & Data-Driven Decisions

(Google Analytics & Google Tag Manager, Data Interpretation & Performance Reporting, Attribution Models & ROI Calculation, Advanced Google Analytics Features)

✓ Qualification Awarded : Professional Diploma in Digital Marketing

Year 2 Curriculum : Digital Marketing Analytics & Industry Exposure

Semester 6: Digital Marketing Trends, Strategy, and Career Development

✓ Emerging Digital Marketing Trends

(Voice search and its impact on SEO, Chatbots and artificial intelligence in marketing, Video marketing and live streaming strategies, Virtual and augmented reality in digital marketing)

✓ Digital Marketing Strategy Development

(Developing a comprehensive digital marketing strategy, Setting up KPIs (Key Performance Indicators) for campaigns, Budgeting and forecasting for digital campaigns)

✓ Digital Marketing Laws & Ethics

(GDPR & Data Privacy Laws, Ethical Advertising Practices, Copyright & Fair Use in Digital Marketing)

Year 2 Curriculum : Digital Marketing Analytics & Industry Exposure

✓ Career Development in Digital Marketing

(Building a digital marketing portfolio and personal brand, Resume writing, job search, and interview preparation, Networking and connecting with industry professionals, Understanding freelance and agency work in digital marketing)

✓ **Final Project:** A final project that involves creating a full-fledged digital marketing strategy for a real or simulated business, implementing all learned concepts and skills

✓ **Qualification Awarded : Higher Diploma in Digital Marketing**

Tools & Technologies Used

Tools & Technologies Used for Digital Marketing Course are:

- ✓ **Digital Marketing Tools:** Google Analytics, SEMrush, Moz, Ahrefs, Ubersuggest
- ✓ **Social Media Tools:** Hootsuite, Buffer, Facebook Ads Manager, Instagram Ads, LinkedIn Ads
- ✓ **Email Marketing Tools:** Mailchimp, HubSpot, SendGrid, Constant Contact
- ✓ **PPC Tools:** Google Ads, Bing Ads, Facebook Ads, LinkedIn Ads
- ✓ **Content Marketing Tools:** Canva, WordPress, Medium, Grammarly
- ✓ **Automation Tools:** HubSpot, Marketo, Mailchimp, Zapier

Final Capstone Project (End of Year 2)

Students will complete an **industry-level project** in Digital Marketing:

- ✓ A final project that involves creating a full-fledged digital marketing strategy for a real or simulated business, implementing all learned concepts and skills

Digital Marketing Learning Outcomes

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

- ✓ Understand and apply the fundamentals of digital marketing across various channels
- ✓ Develop and execute SEO, SEM, social media, email marketing, and content marketing strategies
- ✓ Use analytics and marketing automation tools to optimize campaigns
- ✓ Master paid advertising platforms, including Google Ads and social media advertising
- ✓ Stay ahead of emerging trends and technologies in digital marketing
- ✓ Prepare for roles such as **Digital Marketing Manager, SEO Specialist, PPC Specialist, Content Strategist, and Social Media Manager**

Certifications Obtain

Upon successful completion, students will receive a **Professional Diploma in Digital Marketing** from Rolasoft Technologies.

Higher Diploma in Digital Marketing

The program also prepares students for industry certifications such as:

- ✓ Google Digital Marketing Certification
- ✓ Meta Certified Digital Marketing Associate
- ✓ Google Ads Certification & Facebook Blueprint Certification
- ✓ Google Analytics Certification (GA4)
- ✓ Digital Marketing Institute (DMI) – Certified Digital Marketing Professional
- ✓ Simplilearn Digital Marketing Specialist Certification

Digital Marketing Career Opportunities

Graduates can pursue careers as:

- ✓ Digital Marketing Manager
- ✓ SEO Specialist / PPC Specialist
- ✓ Social Media Manager / Influencer Marketing Specialist
- ✓ Content Strategist / Copywriter
- ✓ Marketing Data Analyst

Rolasoft Technologies Services

Rolasoft Technologies – Services Offered

✓ **SOFTWARE DEVELOPMENT COMPANY**

(MOBILE APPLICATION, WEB APPLICATION, DESKTOP APPLICATION, CUSTOMIZED APPLICATION, E-COMMERCE WEBSITE)

✓ **PROFESSIONAL COMPUTER AND IT EDUCATION**

(TOP-UP PROGRAMS, DIPLOMA PROGRAMS, CERTIFICATE PROGRAMS, TECH @ SCHOOL, CORPORATE PROGRAMS, SIWES PROGRAMS, CUSTOMIZED PROGRAMS)

✓ **DIGITAL ADVERTISING AND BUSINESS BRANDING**

(SOCIAL MEDIA MARKETING, EMAIL MARKETING, CONTENT MARKETING, WEBSITE SEO, BRANDED CLOTHING, STICKERS AND TAG, CUSTOM BRANDING, AND MANY MORE)

✓ **INTERNATIONAL UNIVERSITY ADMISSION PROCESSING**

(AMERICA, UK, CANADA, EUROPE, AFRICA, AND MANY MORE)

Contact & Registration

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Enroll Today & Start Your Digital Marketing Journey!
Shape your future with Digital Marketing.