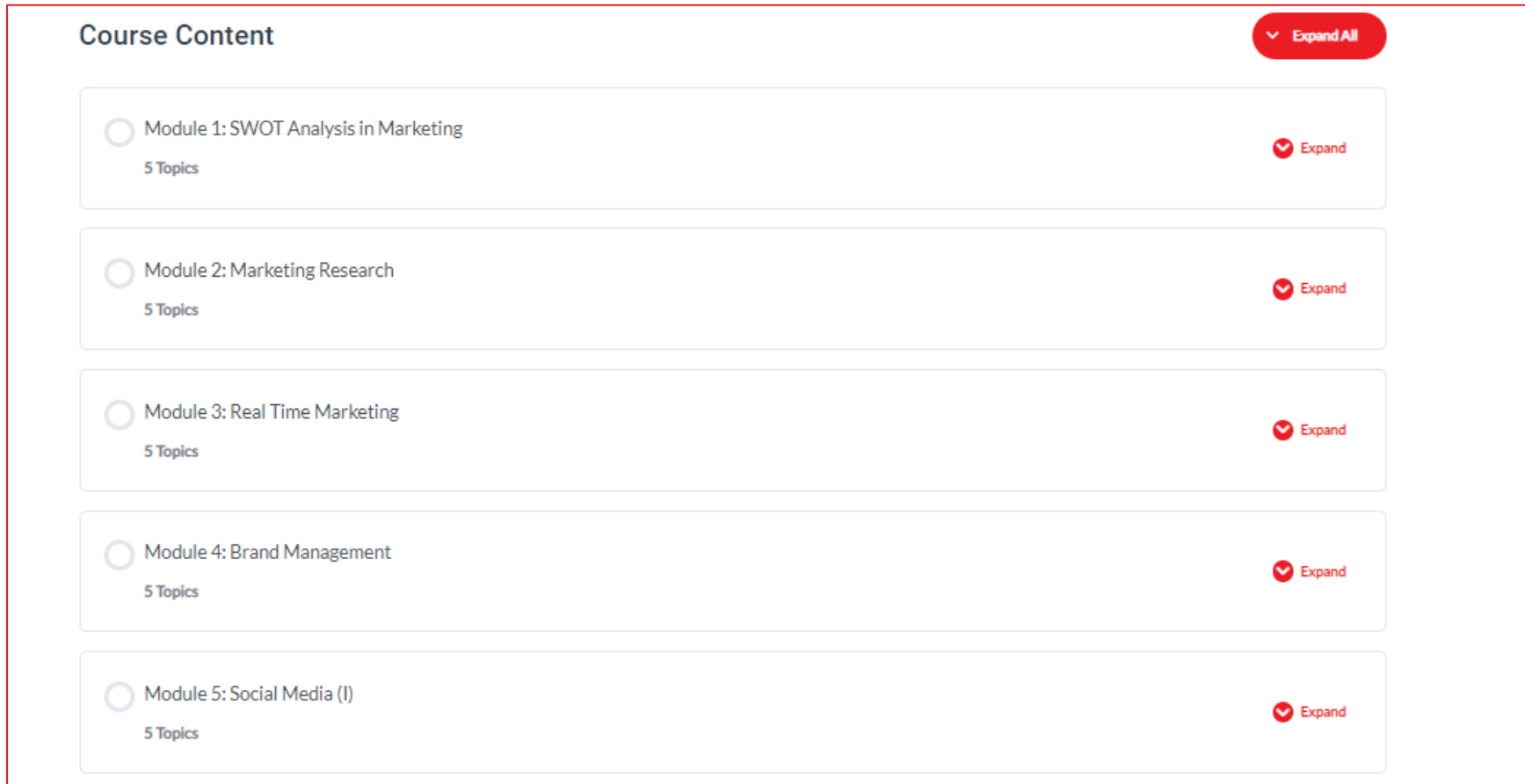


DIGITAL MARKETING

NAVIGATION GUIDE

1. After you have purchased the [Digital Marketing](#) online course, and you are now logged into our learning platform, you will see the following information related to the online course:
 - a. Description of the online course,
 - b. Learning Objectives,
 - c. Course Modules & Duration
 - d. Certification Details, and
 - e. Navigation Guide.

2. In this case, you should scroll down and go to the **Course Content** section. Below is an illustration of how to follow the path to view the modules/topics of this online course.



The screenshot displays the 'Course Content' section of an online course. At the top left, the title 'Course Content' is shown. At the top right, there is a red button with a downward arrow and the text 'Expand All'. Below this, there are five module cards, each containing a radio button, the module title, the number of topics, and an 'Expand' button with a downward arrow.

Module Title	Number of Topics	Action
Module 1: SWOT Analysis in Marketing	5 Topics	Expand
Module 2: Marketing Research	5 Topics	Expand
Module 3: Real Time Marketing	5 Topics	Expand
Module 4: Brand Management	5 Topics	Expand
Module 5: Social Media (I)	5 Topics	Expand

3. You should click on **Module 1: SWOT Analysis in Marketing**. Refer to the image below for more clarification.

The image shows a 'Course Content' section with a list of five modules. Each module is represented by a card with a radio button, the module name, the number of topics, and an 'Expand' button. The first module, 'Module 1: SWOT Analysis in Marketing', is highlighted with a red rectangular box, and a red arrow points from the right side of this box towards the text. In the top right corner of the 'Course Content' header, there is a red button labeled 'Expand All' with a downward arrow icon.

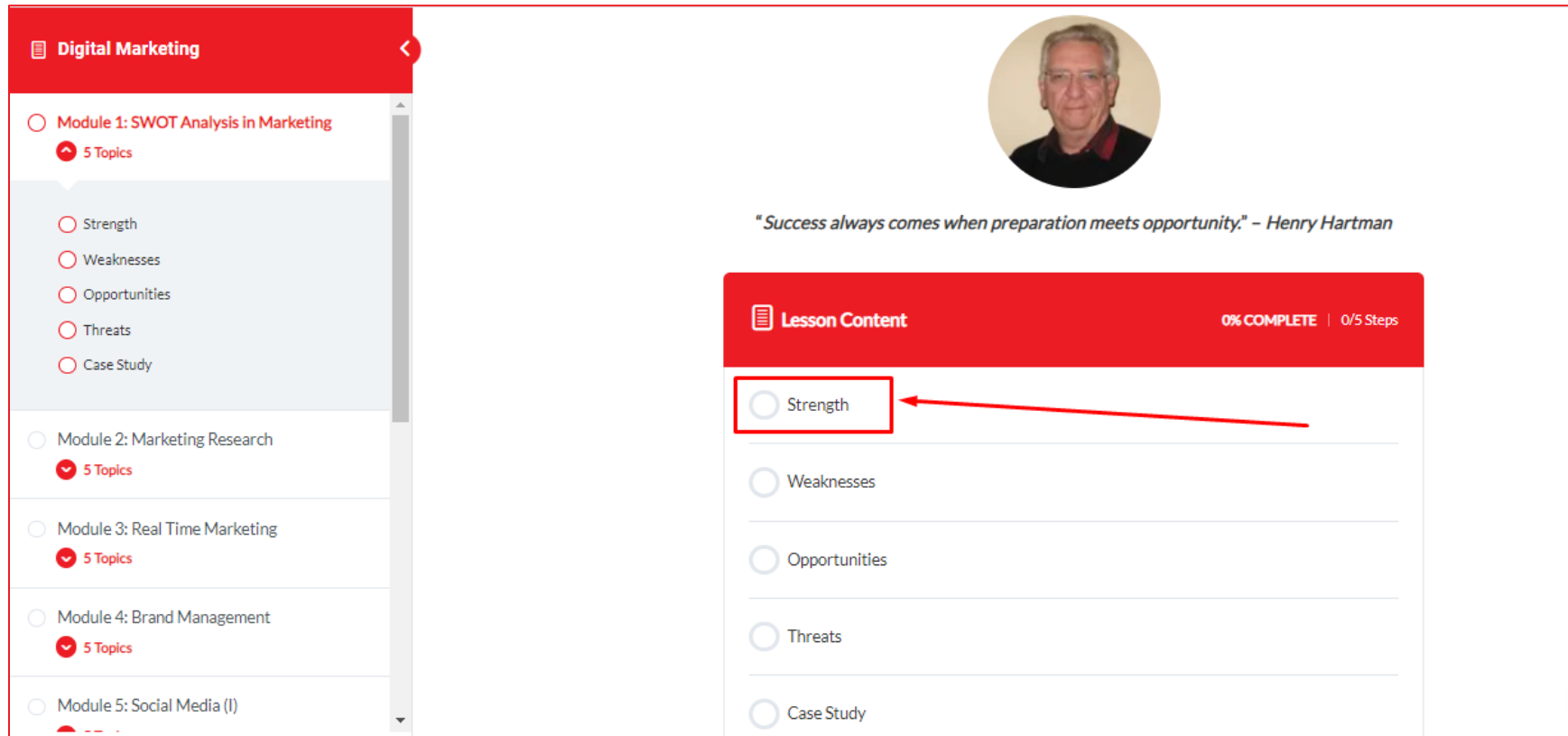
Module Name	Number of Topics	Action
Module 1: SWOT Analysis in Marketing	5 Topics	Expand
Module 2: Marketing Research	5 Topics	Expand
Module 3: Real Time Marketing	5 Topics	Expand
Module 4: Brand Management	5 Topics	Expand
Module 5: Social Media (I)	5 Topics	Expand

4. After you have clicked on [Module 1: SWOT Analysis in Marketing](#), the page below appears on your screen.



The screenshot displays a digital marketing course interface. On the left is a red sidebar with a menu titled 'Digital Marketing'. The menu items are: 'Module 1: SWOT Analysis in Marketing' (5 Topics), 'Module 2: Marketing Research' (5 Topics), 'Module 3: Real Time Marketing' (5 Topics), 'Module 4: Brand Management' (5 Topics), and 'Module 5: Social Media (I)'. The main content area has a red header with the title 'Module 1: SWOT Analysis in Marketing'. Below the header is a breadcrumb trail 'Digital Marketing > Module 1: SWOT Analysis in Marketing' and a red 'IN PROGRESS' button. The main text explains that successful internet marketing requires internal and external analysis, and that a SWOT analysis will determine strengths, weaknesses, opportunities, and threats. It also states that conducting a simple SWOT analysis will provide information that can guide the marketing campaign and increase its effectiveness. A circular profile picture of a man with glasses is shown at the bottom right of the main content area.

5. This is a short description of **Module 1: SWOT Analysis in Marketing**. In this case, you should read the content (if any), and scroll down and click on **Strength** to view the first topic of this module.



The screenshot displays a digital marketing course interface. On the left, a sidebar titled "Digital Marketing" lists five modules, each with a "5 Topics" indicator. The first module, "Module 1: SWOT Analysis in Marketing", is highlighted. The main content area features a circular profile picture of a man, a quote by Henry Hartman, and a "Lesson Content" section. The "Lesson Content" section shows a list of topics: Strength, Weaknesses, Opportunities, Threats, and Case Study. The "Strength" topic is highlighted with a red box and a red arrow pointing to it. The "Lesson Content" section also indicates "0% COMPLETE" and "0/5 Steps".

6. If you have clicked on **Strength** as instructed, the content below appears. You need to go through the content by reading, memorizing, and scrolling down.

The screenshot displays a digital marketing course interface. On the left, a sidebar titled "Digital Marketing" contains three modules: "Module 1: SWOT Analysis in Marketing" (5 Topics), "Module 2: Marketing Research" (5 Topics), and "Module 3: Real Time Marketing" (5 Topics). Under "Module 1", the "Strength" topic is selected, indicated by a red circle and a red checkmark. The main content area features a large heading "Strength" and a breadcrumb trail: "Digital Marketing > Module 1: SWOT Analysis in Marketing > Strength". A red "IN PROGRESS" button is visible in the top right corner of the content area. The main text discusses core competencies and competitive advantages as strengths of a company, noting that strengths are internal to the organization and should be approached from the customer's perspective. It also provides an example of strengths like low price points and excellent customer service.

Digital Marketing

- Module 1: SWOT Analysis in Marketing (5 Topics)
 - Strength**
 - Weaknesses
 - Opportunities
 - Threats
 - Case Study
- Module 2: Marketing Research (5 Topics)
- Module 3: Real Time Marketing (5 Topics)

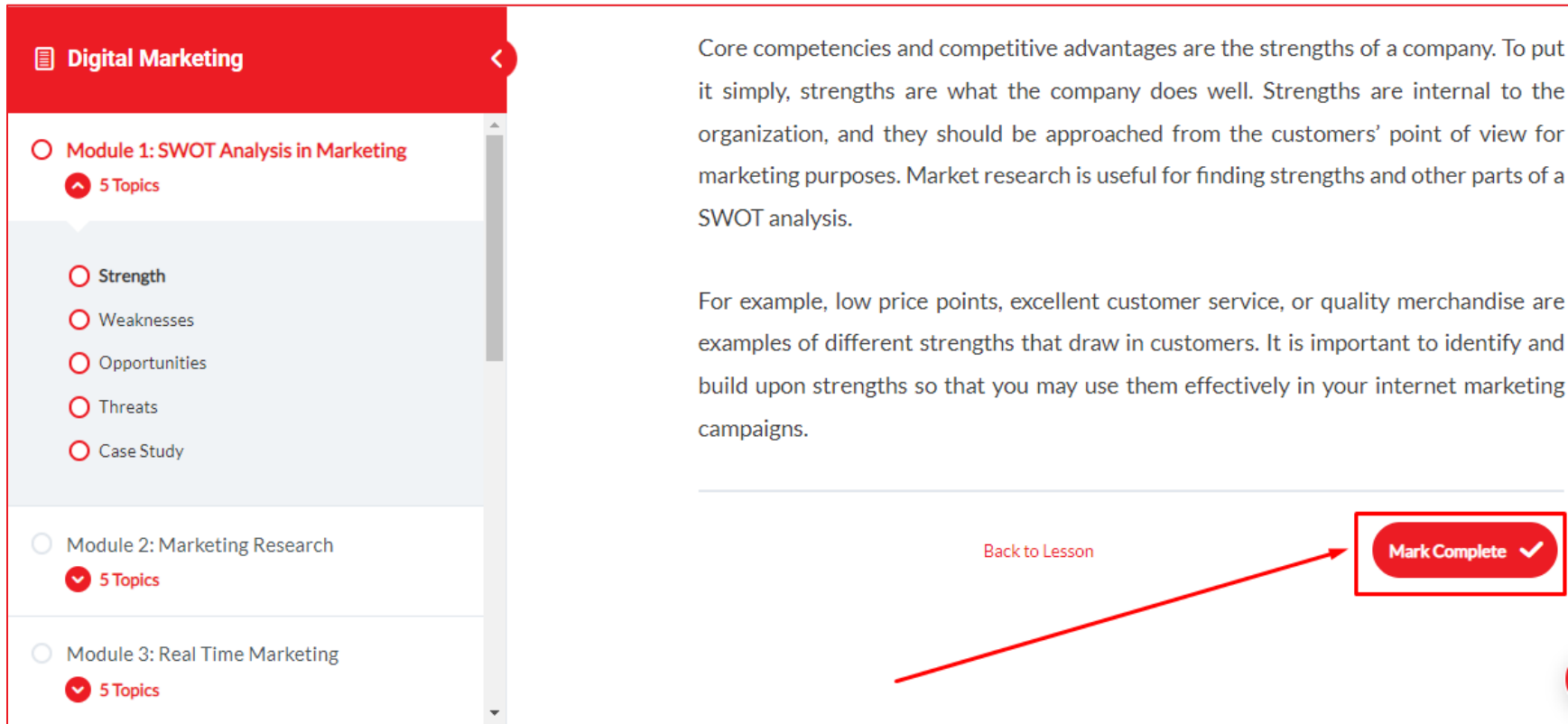
Strength

Digital Marketing > Module 1: SWOT Analysis in Marketing > Strength **IN PROGRESS**

Core competencies and competitive advantages are the strengths of a company. To put it simply, strengths are what the company does well. Strengths are internal to the organization, and they should be approached from the customers' point of view for marketing purposes. Market research is useful for finding strengths and other parts of a SWOT analysis.

For example, low price points, excellent customer service, or quality merchandise are examples of different strengths that draw in customers. It is important to identify and build upon strengths so that you may use them effectively in your internet marketing campaigns.

7. When you have completed reading and memorizing the topic, you should click on the **Mark Complete** button to complete this particular topic.



The screenshot displays a digital marketing course interface. On the left is a sidebar with a red header labeled "Digital Marketing" and a back arrow. Below the header, the sidebar lists three modules: "Module 1: SWOT Analysis in Marketing" (5 Topics), "Module 2: Marketing Research" (5 Topics), and "Module 3: Real Time Marketing" (5 Topics). The "Strength" topic under Module 1 is highlighted. The main content area on the right contains two paragraphs of text. The first paragraph discusses core competencies and competitive advantages. The second paragraph provides examples of strengths like low price points and excellent customer service. At the bottom of the main content area, there is a "Back to Lesson" link and a red "Mark Complete" button with a checkmark icon. A red arrow points from the bottom of the text area to the "Mark Complete" button.

Digital Marketing

- Module 1: SWOT Analysis in Marketing
5 Topics
 - Strength
 - Weaknesses
 - Opportunities
 - Threats
 - Case Study
- Module 2: Marketing Research
5 Topics
- Module 3: Real Time Marketing
5 Topics

Core competencies and competitive advantages are the strengths of a company. To put it simply, strengths are what the company does well. Strengths are internal to the organization, and they should be approached from the customers' point of view for marketing purposes. Market research is useful for finding strengths and other parts of a SWOT analysis.

For example, low price points, excellent customer service, or quality merchandise are examples of different strengths that draw in customers. It is important to identify and build upon strengths so that you may use them effectively in your internet marketing campaigns.

[Back to Lesson](#)

Mark Complete ✓

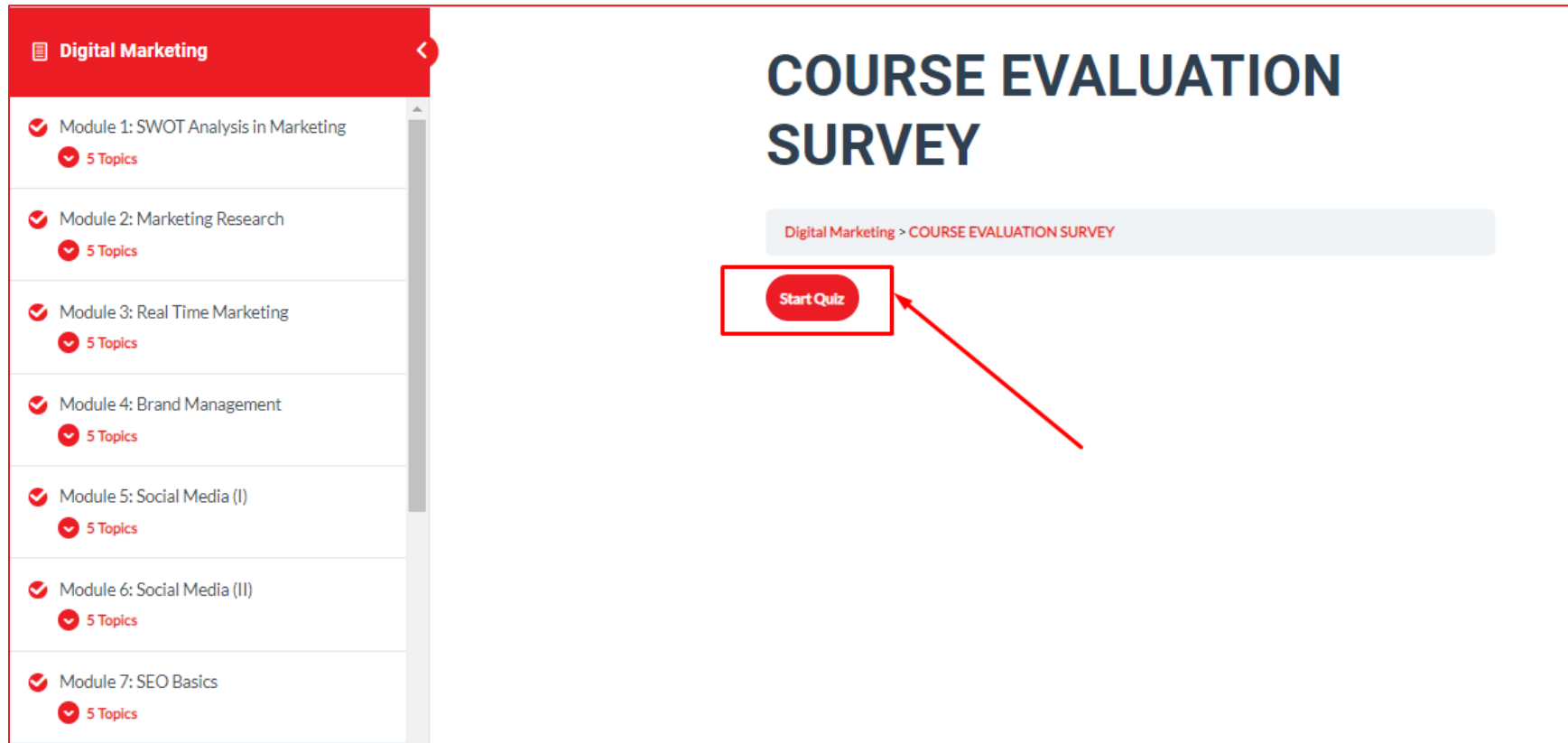
8. To complete the first module that you are already learning, you should click on the **Mark Complete** button – this means that you have completed the first module. You should do this for all the **Modules & Topics** of the **Digital Marketing** until the last part, which is the **Final Quiz**.

The screenshot displays a course interface for 'Digital Marketing'. On the left, a sidebar lists four modules, each with a '5 Topics' indicator and a red checkmark: 'Module 1: SWOT Analysis in Marketing', 'Module 2: Marketing Research', 'Module 3: Real Time Marketing', and 'Module 4: Brand Management'. The main content area, titled 'Lesson Content', shows a progress of '100% COMPLETE | 5/5 Steps' and lists five topics, each with a red checkmark: 'Strength', 'Weaknesses', 'Opportunities', 'Threats', and 'Case Study'. At the bottom right, a red button labeled 'Mark Complete' with a checkmark is highlighted by a red box and a red arrow pointing to it from the left. A 'Back to Course' link is also visible below the lesson content.

9. The image below shows how you have completed the first module in this case, **Module 1: SWOT Analysis in Marketing**. As stated above, you should do this process for every **Module & Topic**.

The screenshot displays a digital marketing course interface. On the left is a sidebar with a red header 'Digital Marketing'. It lists two modules: 'Module 1: SWOT Analysis in Marketing' (completed, 5 Topics) and 'Module 2: Marketing Research' (in progress, 5 Topics). A red box highlights the completed topics for Module 1: Strength, Weaknesses, Opportunities, Threats, and Case Study. A red arrow points from this box to the main content area. The main content area has a red header 'Module 2: Marketing Research' and a sub-header 'Digital Marketing > Module 2: Marketing Research' with an 'IN PROGRESS' badge. The text explains that marketing research is essential and is done on two levels: primary (for yourself or employees) and secondary (from government agencies). It states that this information determines price point, product development, and target audience. Below the text is a circular portrait of David Ogilvy and a quote: "Advertising people who ignore research are as dangerous as generals who ignore enemy signals." - David Ogilvy.

10. When you have completed all the Modules & Topics of the Digital Marketing online course, the Final Quiz appears immediately on your screen. In order to answer the questions of this online course, you should click the Start Quiz.



11. After you have clicked on the [Start Quiz](#), you will see the below-presented page and all the questions prepared for this online course. You should click [Next](#) when you answer a question.

The screenshot shows a digital marketing course interface. On the left is a red sidebar with a menu titled 'Digital Marketing' containing seven modules, each with a checkmark and '5 Topics' below it. The main content area is titled 'FINAL QUIZ' and shows a breadcrumb 'Digital Marketing > FINAL QUIZ'. Below this is a question: 'Which of the following will provide useful information about strengths for a SWOT analysis?'. There are four radio button options: 'Weather', 'Taxes', 'Technology', and 'Market research'. A red arrow points from the bottom right of the question area to a red 'Next' button.

Digital Marketing

- ✓ Module 1: SWOT Analysis in Marketing
5 Topics
- ✓ Module 2: Marketing Research
5 Topics
- ✓ Module 3: Real Time Marketing
5 Topics
- ✓ Module 4: Brand Management
5 Topics
- ✓ Module 5: Social Media (I)
5 Topics
- ✓ Module 6: Social Media (II)
5 Topics
- ✓ Module 7: SEO Basics
5 Topics

FINAL QUIZ

Digital Marketing > FINAL QUIZ

Which of the following will provide useful information about strengths for a SWOT analysis?

- Weather
- Taxes
- Technology
- Market research

[Next](#)

12. After you have answered all the questions presented to you, the button [Click Here to Continue](#) appears. Also, on this page, you can see the percentage of your answers. As we have stated in our description the passing score is **60%**. In addition, click on the [Click Here to Continue](#) button.

The screenshot displays a user interface for a 'FINAL QUIZ' in the 'Digital Marketing' course. On the left, a sidebar lists seven modules, each with a checkmark and '5 Topics':

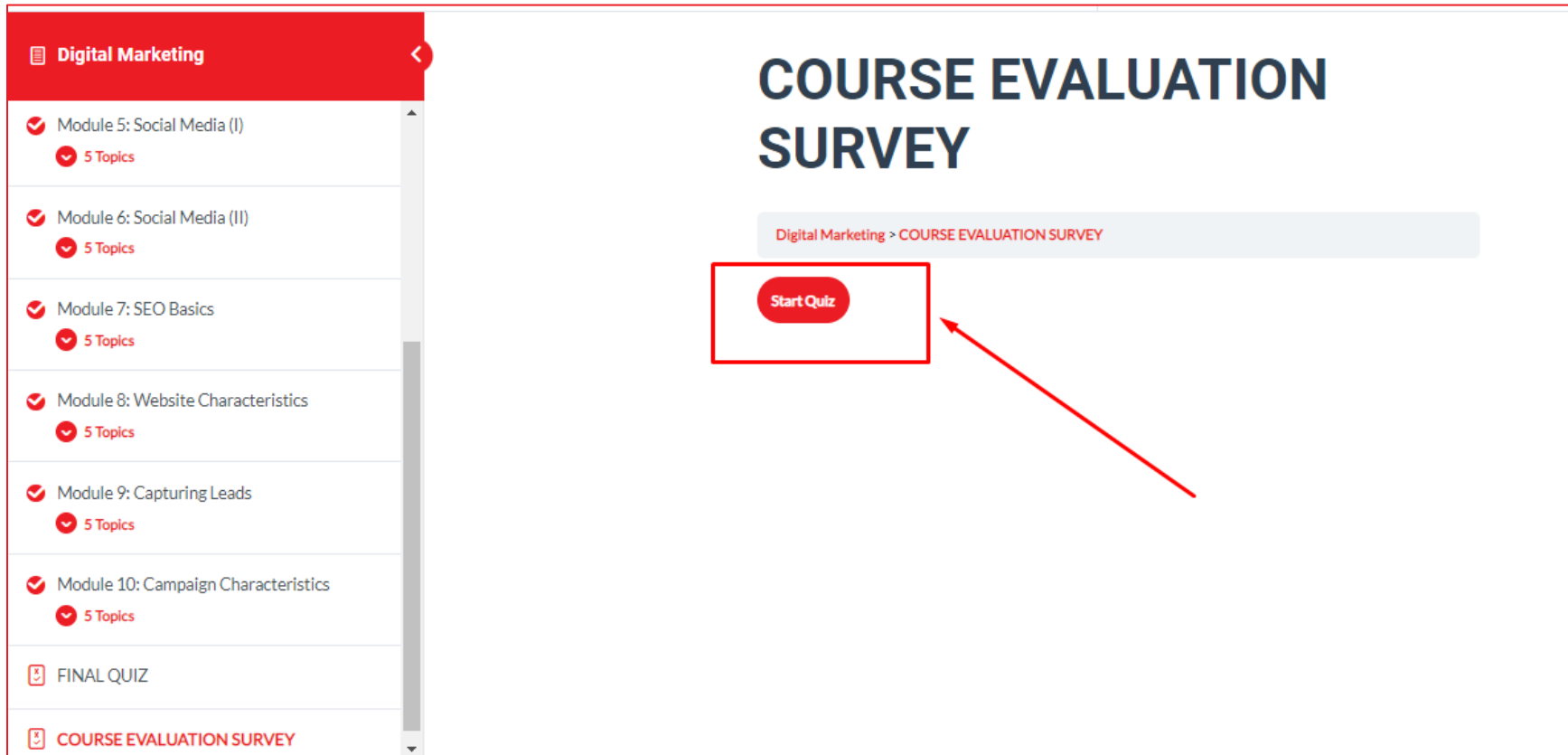
- Module 1: SWOT Analysis in Marketing (5 Topics)
- Module 2: Marketing Research (5 Topics)
- Module 3: Real Time Marketing (5 Topics)
- Module 4: Brand Management (5 Topics)
- Module 5: Social Media (I) (5 Topics)
- Module 6: Social Media (II) (5 Topics)
- Module 7: SEO Basics (5 Topics)

The main content area features the following information:

- FINAL QUIZ**
- Breadcrumb: Digital Marketing > FINAL QUIZ
- Results**
- 20 of 30 Questions answered correctly
- Your time: 00:08:17
- You have reached 20 of 30 point(s), (66.67%)

At the bottom, there are two buttons: 'Restart Quiz' and 'Click Here to Continue'. A red arrow points to the 'Click Here to Continue' button, which is highlighted with a red rectangular box.

13. In order for CUNITECH Institute to improve this online course, we kindly ask you to complete the [Course Evaluation Survey](#). Please let us know what do you think about this online course. When you finish answering your questions regarding the online course, please [Click Here to Continue](#) button.



The screenshot shows a course interface for 'Digital Marketing'. On the left is a navigation menu with the following items: 'Module 5: Social Media (I)' (5 Topics), 'Module 6: Social Media (II)' (5 Topics), 'Module 7: SEO Basics' (5 Topics), 'Module 8: Website Characteristics' (5 Topics), 'Module 9: Capturing Leads' (5 Topics), 'Module 10: Campaign Characteristics' (5 Topics), 'FINAL QUIZ', and 'COURSE EVALUATION SURVEY'. The main content area features the title 'COURSE EVALUATION SURVEY' and a breadcrumb trail 'Digital Marketing > COURSE EVALUATION SURVEY'. A red 'Start Quiz' button is highlighted with a red box and a red arrow pointing to it from the right.

14. After clicking the button [Click Here to Continue](#), you will be re-directed to the page where you can download your [Certificate of Achievement](#). As we have stated before, you should pass [60%](#) of the questions in order to be able to get your [Certificate of Achievement](#). The certificate can be downloaded by clicking on the [Download Certificate](#) button.

Digital Marketing

You've earned a certificate!

Download Certificate

100% COMPLETE Last activity on 28 February 2022 12:52 pm COMPLETE

Digital Marketing

THANK YOU FOR YOUR ATTENTION!

If you have any questions or require further support, please do not hesitate to contact us at: operations@cunitech.ca