Program Syllabus

12-week • Live online • Three-volume learning pathway

SHORTCUT TO DIGITAL MARKETING 2.0 | STUDENT EDITION

Program overview

A 12-week, instructor-led professional development and coaching program for beginners, professionals and business owners. Students work on one real or simulated business throughout the course. Primary readings are the three volumes of Shortcut to Digital Marketing 2.0 by Dr. Abdullah Alshawi.

Item	Program specification
Tuition	$2,900 total; installment options subject to enrollment agreement
Duration	12 weeks; 24 live classes, 2 hours each (48 live instructional hours)
Coaching	Three individual 45-minute sessions, scheduled separately
Delivery	Live online; joining links and LMS access supplied after enrollment
Prerequisites	Basic computer and internet skills; no previous marketing experience required
Required materials	Three course volumes, computer, reliable internet and free-tier tool access where available
Platform expenses	Advertising spend and paid subscriptions are not required for graded exercises unless separately agreed

Learning outcomes

- Develop an evidence-informed digital marketing strategy and customer persona.
- Design a coherent brand identity and online presence.
- Audit SEO and plan a content marketing program.
- Create organic social and paid advertising campaign plans.
- Define KPIs and interpret digital marketing analytics.
- Design an e-commerce funnel and retention automation flow.
- Present a 90-day integrated marketing action plan with priorities, budget and measurement.

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12-week curriculum map

Week	Focus	Primary reading	Portfolio artifact
1	Digital marketing ecosystem and tools	V1 Ch. 1	Marketing tools matrix
2	Audience research and marketing strategy	V1 Ch. 2	Marketing strategy brief
3	Branding and creative identity	V1 Ch. 3	Brand identity board
4	Website and online presence	V1 Ch. 4	Month 1 foundation portfolio
5	Advanced SEO research and on-page optimization	V2 Ch. 1	SEO improvement plan
6	Technical SEO and content authority	V2 Ch. 1	Content and technical SEO roadmap
7	Advanced social media and advertising strategy	V2 Ch. 2	Social and paid media strategy
8	Measurement, GA4 and reporting	V2 Ch. 3	Month 2 optimization portfolio
9	Social channel optimization and editorial planning	V3 Ch. 1	Social optimization plan
10	Search and social advertising execution	V3 Ch. 2	Paid campaign proposal
11	E-commerce funnels and conversion	V3 Ch. 3	Commerce growth blueprint
12	Retention automation and final presentation	V3 Ch. 3 and final assignment	Final integrated portfolio

Assessment and completion

Assessment	Weight
Foundation portfolio (Weeks 1–4)	20%
SEO, social and analytics portfolio (Weeks 5–8)	25%

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Advertising, e-commerce and automation portfolio (Weeks 9–11)	25%
Final capstone and presentation (Week 12)	25%
Participation and coaching preparation	5%

Proposed passing standard: 80% overall, attendance at least 20 of 24 sessions, submission of all three monthly portfolios, and final presentation. Reasonable accommodations and make-up work are considered individually.

Class format and expectations

- Each class includes instruction, demonstration, guided practice and Q&A.
- Complete assigned reading before class and submit deliverables by dates posted in the LMS.
- Use ethical marketing practices and disclose AI assistance where applicable.
- Do not upload confidential client data, passwords, personal customer information or proprietary materials into public AI tools.
- Use simulated or approved data where real analytics accounts are unavailable.
- The program awards a certificate of completion, not an accredited academic degree or external professional certification.

Policies to finalize before enrollment

The provider will publish confirmed meeting dates, time zone, refund/cancellation terms, payment agreement, accessibility contact, recordings/consent policy, missed-session policy, student support contact, privacy notice, and certificate issuer before accepting paid registrations. This syllabus does not itself establish those legal or commercial terms.

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