

Digital Marketing

📖 Course Outline:

Module 1: Fundamentals of Marketing

1. Introduction to Marketing (Overview of Marketing; “Traditional” vs Digital Marketing; the Role of the Marketing Specialist)
2. Research and Development (R&D) (Market Research; Consumer Behavior; Segmentation, Targeting and Positioning (STP); Product Development)
3. Marketing Strategy and Planning (Marketing Mix; Product and Brand Management; Pricing and Distribution Strategies)
4. Integrated Marketing Communication (Marketing Campaigns; Digital Marketing Channels)
5. Analytics and Performance; KPIs
6. Ethics in Marketing

Module 2: Planning in Marketing

1. Marketing Plan with Effectiveness Assessment Criteria; KPIs
2. Market Research (Qualitative & Quantitative Research; Mixed Research; Research Content and Structure; Research Toolkit)
3. Segmentation, Targeting and Positioning (STP)
4. Developing a Robust Marketing Plan (SMART Target; Resources Management)
5. Commonly Used General Terms
6. Brand-Related Terms
7. Digital Marketing-Related Terms
8. Measurement-Related Terms

Module 3: Marketing Communication (MarComm)

1. Marketing Communication Evolution
2. Direct Marketing (Advertising; Packaging and Branding)
3. Direct Selling (B2B, B2C, H2H)
4. Indirect Marketing (Merchandising; PR; Influencer Marketing and Sponsorship; SEO; Content Marketing; Copywriting; Event Marketing)
5. Communication Channels
6. Campaigns

Module 4: Content Marketing

1. Content Marketing and its Role in the Digital Marketing Ecosystem

2. Content Marketing vs Copywriting
3. Content Strategy Development & Plan
4. Content Creation, Distribution and Promotion
5. Digital Marketing Channels
6. Sales-Oriented Content Generation (Offline and Online Platforms);
Converting Leads to Customers; Targeting
7. Customer Value and Cross-Selling
8. Performance and Measurement; KPIs

Module 5: Human-Centric Marketing

1. Understanding Human-Centric Marketing (Building Trust; Enhancing Customer Experience; Driving Customer Loyalty)
2. Implementing Human-Centric Marketing Strategies (Understanding the Audience; User Research; Customer Journey Mapping; Data-Driven Personalization; STP; Authentic Storytelling)
3. Testing and Measuring; KPIs

Module 6: Social Media Marketing (SMM)

1. SMM Platforms (Facebook, Instagram, LinkedIn, Twitter); Underlying Algorithms
2. SMM Campaign Strategy
3. Segmentation, Targeting and Positioning (STP)
4. Content Creation and Formats
5. Advertising and Promotion on SMM Platforms (Ads Manager; Ad Formats; Targeting; Bidding; Budgeting)
6. SMM Analytics and KPIs (Impressions; Reach; Engagement; Conversions)
7. Advertising Policies and Regulations in the Campaign Region
8. Influencer Partnerships
9. Copywriting and Storytelling

Module 7: Influencer Marketing

1. Understanding and Identifying Influencers; Influencer Marketing Best Practices (Overall Influencer Market; Key Approaches; Pricing Strategies; Work Phases)
2. Impact of Influencers on Business Growth and Campaigns
3. Influencer Outreach
4. Micro-Influencers; Reaching the Niche Audience
5. Categories of Influencers; Cooperating with Influencers Based on Marketing Goals

Module 8: Marketing Campaigns on Google & YouTube

1. Google Marketing Platforms (Google Ads; Tag Manager)
2. Target Audience Identification and Segmentation

3. Ad Creation and Development (Visuals; Graphics; Videos; Text; Hashtags)
4. Programmatic Advertising to Automate Ad Buying and Optimize Ad Spend
5. Advertising Analytics; KPIs
6. Google Advertising Policies and Regulations

Module 9: Email Marketing

1. Email Marketing Introduction (Email Design; Content; Segmentation, & Automation); Best Practices in Email Marketing
2. Advanced Email Marketing Tools (MailChimp; MailJet, etc)
3. Types of Email Marketing Tools (Automated, Semi-automated, Behavior, Personalization)
4. Email Marketing Campaign Implementation; Personalization and Automation Tools (Amazon for Low and Active Campaign for High Automation)
5. User Behavior Tracking; Email Hunting Tools
6. Content Generation
7. Effectiveness Evaluation (Open Rate, CTR, etc)

Module 10: Search Engine Optimization (SEO)

1. Understanding Search Engines Operation; Optimizing Website Visibility
2. Website Architecture for SEO Performance
3. SEO Fundamentals; Strategies and Principles to Enhance Website Ranking (Local and Global Audiences)
4. Technical SEO Foundations to Improve Website Indexing and Crawling
5. On-Page SEO Techniques (Text; Images; Videos; Keywords)
6. Off-Page SEO; Backlink Building

Module 11: Smart Tools and AI Integration

1. Introduction to AI Tools in Marketing
2. AI Tools Operation; Strengths & Weaknesses
3. Application of AI Tools in Marketing; Best Practices

Module 12: Analytics in Excel and CRM Systems

1. Introduction to CRM Fundamentals and Platforms (HubSpot; Bitrix24; Salesforce)
2. RFM Analysis
3. Price Promotion Analysis
4. Customer Churn Prediction
5. Price Elasticity

Module 13: Affiliate Marketing

1. Introduction to Affiliate Marketing; Strategies

2. Effectiveness of Affiliate Marketing across Various Sectors
3. Technical Solutions for Affiliate Marketing Automation

Module 14: Marketing Tools for Social Media Monitoring & Social Listening

1. Introduction to Monitoring and Social Listening
2. Market and Tools Overview (Brandwatch; Hootsuite; Buzzsumo; TweetDeck; SocialBakers; SocialBlade)
3. Monitoring Tools; Application

Module 15: Media Monitoring and PR Tools

1. The Importance of PR in Marketing
2. Understanding the Media Landscape for Marketing Purposes
3. Identifying Influential Sources
4. Using Media Monitoring Tools (Google Advanced Search; Rumors Monitoring, etc.)

Module 16: Utilizing Emerging Social Media Platforms

1. Developments in the Social Media Landscape; Adopting New Platforms
2. Second-Tier Platforms for Marketing Purposes (TikTok; Pinterest; Discord; Telegram)
3. Creating and Executing Marketing Strategies
Leveraging TikTok, Pinterest, Discord, and Telegram

Module 17: Capstone Project

1. Project Planning and Execution
2. Performance Evaluation and Presentation

🕒 Course Duration: 195 hours

UI/UX & Product Design

👉 Course Outline:

Module 1: Introduction to UX Design

1. Understanding UX Concepts
2. Key Principles of UX Design (Usability, Equitability, Enjoyability, Usefulness)
3. Key Specializations within UX (Interaction Designer, Visual Designer, Motion Designer, UX Researcher, UX Writer, UX Engineer)
4. The Five Phases of UX Design (Empathize, Define, Ideate, Prototype, Test)

Module 2: User-Centered Design Process (UCD)

1. Understanding UCD
2. Frameworks of UCD (Inclusive Design, Equity-Focused Design, Universal Design)
3. The Concept of Accessibility
4. The Essence and Types of Assistive Technology

Module 3: User Research / Empathize

1. The Essence & Types of User Research (Foundational, Design, Post-launch)
2. Empathic Biases (Social-desirability, Implicit, Availability, Primacy, Recency)
3. Empathize Phase in Design Thinking
4. Research Organization Procedure
5. Empathy Maps
6. Pain Points (Financial, Product, Process, Support)
7. User Persona
8. User Stories
9. User Journey Mapping

Module 4: Statements

1. Problem Statement Formulation and the Principles of the 5W+H Approach (Who, What, When, Where, Why, How)
2. Hypothesis Formulation
3. Value Proposition
4. Goal Statement

Module 5: Ideation / Brainstorming

1. Essence of Ideation
2. Competitive Analysis; Competitive Audit
3. The HMW (How Might We) Concept and Methods
4. The “Crazy Eights” Method

Module 6: Storyboards / Information Architecture (IA)

1. User Flow
2. Storyboards; Types of Storyboards (big picture, close-up)

Module 7: Paper Wireframes / Gestalt Principles

1. Information Architecture (IA)
2. Paper Wireframe to Visualize Design Concepts Quickly
3. Digital Product Interface Components (Menu types, Action bar, Status bar, Navigation bar, Cards, CTA, FAB, Forms)
4. Gestalt Principles to Enhance Visual Design and Usability

Module 8: Figma

1. Figma and Similar Tools for Design Projects
2. Figma Interface
3. Types of Prototypes (Lo-Fi, Mid-Fi, Hi-Fi)
4. UX Laws and Principles (Fitt's Law, Jacob's Law, Hick's Law, Miller's Law, Aesthetic-usability effect, Von Restorff effect, Tesler's Law, 80/20 rule)

Module 9: Early Testing / Results

1. Prototyping Process
2. Early Testing
3. Research Organization
4. Problem Formulation
5. User Testing (Usability Testing, A/B Testing)
6. Spreadsheet Skills for Organizing Data
7. KPI Formulation
8. Biases in Research;
Concept and Types of Biases (e.g., confirmation bias, selection bias)
9. Affinity Diagrams
10. Insight Generation

Module 10: Visual Design

1. Understanding Visual Design
2. Typography in UX Design
3. Color Theory
4. Iconography
5. Negative Space to Create Balanced and Uncluttered Designs
6. Emphasis to Highlight Key Elements in the Interface

Module 11: Quality Design Components

1. Responsive and Adaptive Layouts
2. Hierarchical Structures
3. Consistency in Style
4. Mobile-First Concept

Module 12: Design System

1. Atomic Design Principles to Create Scalable and Reusable Design Components
2. Components in Design
3. Design System Development

Module 13: Hi-Fi Prototyping

1. Transforming Lo-Fi to Hi-Fi Prototypes
2. Interaction Design Fundamentals
3. Design Critique Phase
4. Gestures and Their Applications to Create Intuitive User Interfaces
5. Cross-Platform Design Principles

Module 14: Final Capstone Project

1. Project Planning and Execution
2. Performance Evaluation and Presentation

🕒 **Course Duration: 156 hours**

Data Analytics

📖 Course Outline:

Module 1: Introduction

1. Introduction 1_Data Analysis
2. Introduction 2_BI, Hierarchies, Schemas
3. Numerical Descriptive Measures. Introduction to Statistics, Central tendency, Dispersion, Shape
4. Basic Probability Discrete Probability Distributions - The Normal Distribution and Other Continuous Distributions. Probability, Probability Distributions, Binomial, Normal, Uniform Distributions
5. Sampling and Sampling Distributions: Fundamentals of Hypothesis Testing: One-Sample Tests. Sampling and Sampling Distributions, Hypothesis Testing
6. Individual Assignment
7. Simple Linear Regression, Introduction to Multiple Regression
8. Forecasting. Decision Making
9. Individual Assignment

Module 2: Introduction to Excel: Analyze Data

1. Analyze Data, Transform Data: Excel Tables
2. PIVOT Tables, Visualize Data
3. Power Query (PQ), Basic Transformations, Extracting Information
4. PQ, Consolidating Data, Dealing with Errors
5. Individual Assignment
6. Power Pivot (PP), Basic Data Model, Basic Measures
7. PP Expanding Dashboard, DAX across relationships
8. Individual Assignment
9. PP_DAX Advanced Functions, Time Intelligence

Module 3: Introduction to SQL

1. Basic commands, SQL Statements
2. Date, Text F-ns, Joins, Unions, Wildcards
3. Individual Assignment
4. PP Assignment
5. Window Functions, Declare Set, Exists

6. Subqueries, Pivot, Case When, IIF
7. Individual Assignment
8. Advanced SQL CTE, Index, View
9. Advanced SQL Stored Procedures, Triggers

Module 4: Introduction to Power BI -PQ

1. Power BI, Basic Visualizations, Date Dimension
2. Power BI-Filter Context and Row Context, Dimensions, Advanced Techniques
3. Individual Assignment
4. Power BI Working with Others, Advanced Visuals
5. Individual Assignment
6. Advanced User Experience, Advanced PQ
7. Data Modeling and Dax, Artificial Intelligence in Power BI
8. Power BI Group Project

🕒 **Course Duration: 82 hours**

Automated Testing

The course is open to intermediate students who already have basic testing knowledge/experience, who have completed the Manual Testing course within a program or are already working in an organization/freelancer as a Manual QA Engineer.

At the end of the course, participants will learn how to create an 'Automation framework' from 0 with Python + Selenium, which will be flexible enough to be used to automate any website.

Course Outline:

The course consists of 3 stages:

- Python
- Selenium
- Framework creation from scratch and CI/CD integration

Module 1. Python

- Lesson_1: Automated testing introduction
- Lesson_2: Introduction to Python, Visual Studio Code environment setup
- Lesson_3: Version Control System (Git/GitHub)
- Lesson_4: Variables and standard data types
- Lesson_5: Python Collections
- Lesson_6: Decision-making statements and loops
- Lesson_7: Working with Functions
- Lesson_8: File Input/Output
- Lesson_9, 10: Object-Oriented Programming
- Lesson_11: Team Workshop
- Lesson_12: Database Access in Python
- Lesson_13: Regular Expression
- Lesson_14: Working with JSON/XML/CSV data in Python
- Lesson_15: Exception Handling, Logging
- Lesson_16: Client-Server Overview
- Lesson_17: Rest API and Python
- Lesson_18: Test Environment Setup
- Lesson_19: Decorators
- Lesson_20: Python Exam

Module 2. Selenium

Lesson_21: Web development Basics for QAs
Lesson_22: Automated testing with Selenium
Lesson_23: Locators in Selenium WebDriver
Lesson_24: Selenium WebDriver Commands
Lesson_25: Workshop: Live Coding
Lesson_26: Page Object Model
Lesson_27: Live Coding
Lesson_28: PyTest Framework, Allure Report
Lesson_29: CI/CD, OS Basics, Azure DevOps
Lesson_30, 31: Live Project from scratch
Lesson_32: QA Interview Preparation

Module 3: Final Assessment

🕒 **Course Duration: 70 hours**

3D Modeling (MatrixGold)

Course Outline:

1. User Interface
2. Selecting Objects
3. Creating a Shank
4. Opening Context Menu
5. Modeling with Context Menu
6. Bezel Setting
7. StyleSheets
8. Three Stone Bezel
9. Creating Curves
10. GumBall
11. Tracing Images
12. Using OSnap
13. Using Trim
14. Using Split
15. Sweep 1 with Curves
16. Head Setting
17. Solitaire
18. Booleans
19. Clover Ring
20. Sweep 2
21. Gems in Channel
22. Cathedral Ring
23. Five Stone Ring
24. Eternity Band
25. Cabochon Pendant
26. Rendering
27. Editing Render Materials

 Course Duration: 104 hours