



**DIMAQ**  
basic

# SYLLABUS

## DIMAQ Basic

DIGITAL MARKETING – BASICS&TRENDS		WHAT YOU SHOULD KNOW?
1.1	Internet advertising	a facts and figures (market share of online advertising in relation to media expenditures, size of individual segments, trends and tendencies);
1.2	Internet users in Poland and worldwide (facts, figures, trends and tendencies)	a market penetration and the amount of internet users in Poland and worldwide; b Trends and tendencies related to the use of digital media (for example: mobility, multi-screening, smartphones);
1.3	Communication channels in the Internet – typology and concepts of classification	a the concept of dividing communication channels into: earned, owned & paid media; b ability to classify the channels in terms of this concept;
1.4	Types and classification of entities related to the Internet advertising market	a market structure (major players on the global and local market – agencies, media houses, Internet publishers, tool suppliers, related organizations) ;
1.5	Basic purchasing models and emission of online advertising	a knowledge and skills in interpreting emission models: FF, CPM, CPC, CPL, CPS, CPA;
1.6	Basic Concepts	a Examples of concepts: domain, URL, User Generated Content, Web 2.0; visit, page views, capping, usser (UU, RU), adblock, banner blindness, CRM;
1.7	Basic tools and indicators	a essence and practical application of indicators: CTR, CPC, CPA i CR; b knowledge of basic capabilities, possibilities, applications and functionality tools such as Google Analytics, CMS;
1.8	Cooperation with and agency – basic concepts	a knowledge of basic concepts and issues related to creating in the Internet (for example: pixel, RGB, file size, WWW, CMS, HTML/HTML5, javascript, RWD, CSS);

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b knowledge of basic file types and file extensions used in the Internet (for example: Gif, jpg, png, html5, mp4);

1.9 Marketing offline vs online a knowledge of basic relationships and causalities associated with online and offline consumption;

### STRATEGY AND PLANNING

### WHAT YOU SHOULD KNOW?

2.1 Strategic concepts and models a knowledge of tools and information sources (such as PBI/Gemius);

2.2 Analysis – methods, tools and sources of information a essence and differences between sales and image campaigns;

2.3 Defining target groups a ability to describe target groups based on demographic, psychological and behavioral criteria;

2.4 Budgeting methods and billing a campaign a basic knowledge of models regarding billing and budgeting of Internet campaigns ( example: licensing cost, agency provision, success fee);

2.5 Measuring effectiveness a ability of choosing objective appropriate KPI's.;

### DISPLAY ADVERTISING I PROGRAMMATIC

### WHAT YOU SHOULD KNOW?

3.1 Basic Concepts a Knowledge of basic concepts such as: format, placement, publisher, dwell time, dayparting;

3.2 Display ad formats a Knowledge of basic characteristics and ability to identify various display ad formats such as: expand, scroll & layer;

3.3 Mechanics of operations a Chain: advertiser – agency – publisher and the role of an ad server;

3.4 Effectiveness of display ads a Knowledge of benefits and the ability to align display advertisements to other forms of Internet advertising;

3.5 Basic terms and concepts of Programmatic a Essence of RTB & Programmatic;

### SEARCH ENGINE MARKETING

### WHAT YOU SHOULD KNOW?

4.1 SEO and PPC concepts and models a Knowledge of basic concepts related to SEM such as: longtail, white hat SEO, black hat SEO;  
b Ability to place the notion of SEO + SEA among other disciplines of internet marketing (including the structure of the market);

4.2 SEM / SEO / PPC – basic concepts a Ability to define SEM, SEO, SEA;

4.3 Search results and search engine positioning a Knowledge of the biggest search engines in Poland and worldwide;

4.4 Effectiveness of SEM a Ability to relate SEM to other disciplines of Internet marketing ;

4.5 Basic concepts a knowledge of basic concepts such as: link-buliding, meta tags; friendly links; quality score, W3C;

4.6 Mechanics of SEO a Knowledge of basic factors influencing organic positioning;

4.7 Key words defining a Choice of key words and matching them (including negative key words);

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4.8	Bidding in PPC advertising	a	Essence and mechanics of Google Ads;
4.9	Copy in PPC advertising	a	types of campaigns carried out through Google Ads;
<b>VIDEO ADVERTISING</b>		<b>WHAT YOU SHOULD KNOW?</b>	
5.1	Video ad types and formats	a	Basic video ad types: in-banner, in-stream, in-text and knowledge of popular websites with video advertising (VOD, social media);
5.2	Effectiveness of video advertising	a	Ability to reference VIDEO to other forms of Internet marketing;
		b	YT: channels, video content publishing, brand channel management
<b>SOCIAL MEDIA</b>		<b>WHAT YOU SHOULD KNOW?</b>	
6.1	Basic concepts related to web 2.0	a	Knowledge of basic concepts such as: hashtag, social graph, organic reach; paid post, brand profile, blog, influencer marketing;
6.2	Social Media Platforms	a	Knowledge and characteristics of biggest social media platforms in Poland and around the world (including mobile applications);
6.3	Social listening and monitoring	a	Benefits and application of social media listening
6.4	Planning & publishing content	a	Types of interactions on social media( comment, like, share);
6.5	Advertisements in social networks	a	knowledge and competences in interpreting purchasing models: CPM, CPC;
6.6	Effectiveness of social media marketing	a	Ability to relate social media marketing to other disciplines of Internet marketing
6.7	KPI & analytics	a	Basic measures and their interpretation (engagement rate, range);
<b>CONTENT MARKETING I WEBWRITING</b>		<b>WHAT YOU SHOULD KNOW?</b>	
7.1	Methods, forms and tools for content creation	a	Knowledge of basic forms for example: expert articles, infographics,longform, CM strategy
7.2	Methods for content editing on the Internet	a	inverted pyramid, pattern F, headers and clickbait, creating and formatting content for the internet (webwriting), rules helpful in creating and optimizing content (including the importance of internal links, storytelling - evoking emotions, creating headers);
7.3	Native advertisement	a	Essence of native advertisement and ability to relate it to traditional internet ads;
7.4	Content Marketing objectives	a	what goals brands set for content marketing strategy and native advertising;
7.5	Effectiveness of content marketing	a	Ability to apply basic KPI measures to analyze effectiveness of content marketing ;
<b>MOBILE MARKETING</b>		<b>WHAT YOU SHOULD KNOW?</b>	
8.1	Basic terms and concepts associated with mobile marketing	a	Knowledge of basic terms and concepts for example: multiscreening, RWD, smartphonization, mobile system(iOS, Android) AR, VR, SDK, bluetooth;

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8.2	Optimization of web page for mobile devices	a	Basic factors influencing the optimization of web pages for mobile devices
8.3	Mobile applications	a	Basic knowledge on the development and testing procedure of mobile applications;
		b	Knowledge of operating systems for mobile devices and their roles/market share
		c	mobile applications vs. Web page;
8.4	Mobile advertising	a	Formats and types of mobile ads;
8.5	Mobile website & Responsive Web Design	a	Knowledge of differences and similarities between mobile sites and RWD;
8.6	SMS marketing	a	SMS i MMS in mobile marketing
8.7	Internet of Things	a	Knowledge of the IoT;
<b>E-MAIL MARKETING</b>		<b>WHAT YOU SHOULD KNOW?</b>	
9.1	Data capturing	a	Forms of Internet data collection – registration forms and other methods;
9.2	Spam	a	SPAM – the essence;
9.3	Email design	a	Design of email marketing – best practices
		b	Newsletter vs e-mailing – differences and similarities
9.4	Data management and privacy	a	types and methods of obtaining consent for the processing of personal data;;
9.5	Testing	a	Role of the sender, title and design in the effectiveness e-mail marketing;
9.6	Benchmarks and effectiveness of e-mail marketing	a	Knowledge and interpretation of dedicated email marketing indicators such as: Open Rate (OR), CTOR
<b>E-COMMERCE</b>		<b>WHAT YOU SHOULD KNOW?</b>	
10.1	Basic terms and concepts about e-commerce	a	Knowledge of basic terms and concepts such as m-commerce, price comparing, online store, ZMOT, marketplace, omnichannel/multichannel;
10.2	Ropo & showrooming	a	Influence of ROPO and showrooming on e-commerce ;
10.3	E-commerce and other areas of Internet marketing	a	Interaction between e-commerce and other disciplines of Internet marketing in particular: marketing automation, e-mail marketing, SEM;
10.4	Trends	a	mCommerce, new online payment methods;
10.5	E-commerce market in Poland	a	Size, structure and market tendencies of e-commerce in Poland;
<b>ANALITYCS &amp; UX</b>		<b>WHAT YOU SHOULD KNOW?</b>	
11.1	Basic concepts and tools related to web analytics	a	Knowledge of basic concept and overall architecture of the Google Analytics – for example bounce rate; traffic, traffic, traffic sources, URL creator, Google Tag Manager;
11.2	Objectives & conversions	a	Knowledge of the concept „conversion” and the ability to formulate objectives in GA based on the marketing objective;

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11.3 Indicators and dimensions	a Knowledge of basic indicators such as: sessions, views, average time spent on site (important!- you must
11.4 Basic terms and concepts of User Experience	a Knowledge of basic terms and concepts such as: usability, availability, usability, responsiveness; b Knowledge of basic research methods used in UX ( in particular: A/B);

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### LAW IN THE INTERNET

### WHAT YOU SHOULD KNOW?

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12.1 Agreements, submission of orders and legal responsibilities in Internet marketing	a Basic legal issues regarding the effectiveness of concluding client-agency or client-publisher agreements and the liability connected to it ;
12.2 Aspects regarding copyrights on the Internet	a Act on copyright and related rights - Using the image of public figures, using materials publicly available on the web for advertising purposes;
12.3 Advertisement of difficult ad groups	a restrictions and possibilities of online advertising for the following industries: pharmacy, alcohol, health;

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