



NASTAVNI PLAN

Digitalni marketing

MODUL 1: Uvod u digitalni marketing i digitalna marketinška strategija

MODUL 2: Web stranice

MODUL 3: SEO – optimiziranje web stranice i copywriting

MODUL 4: Social media marketing (affiliate marketing; e-mail marketing; mobilni marketing)

MODUL 5: Google alati (Google Ads; Google Analytics; Google Tag Manager)