

DIGITAL AND GREEN MARKETING COURSE PROGRAM



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It is the output of the “Digital and Green Marketing in the Digital Age” project numbered 2024-1-DE02-KA210ADU-000253719.

Duration: 5 Days (6 hours per day) – Total 30 Hours

Day 1 – Introduction to Digital Marketing & Basic Concepts

Time	Topic
09:30 – 10:30	What is Digital Marketing? The Transformation of Marketing
10:30 – 11:30	Fundamental Elements of Digital Marketing (SEO, SEM, Social Media, Content, Email, etc.)
11:30 – 12:30	Target Audience Analysis & Persona Creation
01:30 – 02:30	The Sales Funnel and the Digital Consumer Journey
02:30 – 03:30	Digital Tools: Introduction to Google Trends, Analytics, Canva, Mailchimp
03:30 – 04:30	Application: A simple digital campaign planning exercise

Day 2 – Social Media and Content Marketing

Time	Topic
09:30 – 10:30	The Role of Social Media Platforms in Marketing
10:30 – 11:30	Content Types: Text, Visual, Video, Story, Reels
11:30 – 12:30	Creating and Planning a Content Calendar
01:30 – 02:30	Organic vs. Sponsored Content
02:30 – 03:30	Engagement and Community Management
03:30 – 04:30	Practice: One-Week Social Media Campaign Design

Day 3 – Green Marketing and Sustainability-Based Approaches

Time	Topic
09:30 – 10:30	What is Green Marketing? Why is it Important?
10:30 – 11:30	Who is a Green Consumer? Behavior Analysis
11:30 – 12:30	The Concept of Sustainability and the UN Sustainable Development Goals
01:30 – 02:30	Eco-Labels, Carbon Footprint, Eco-Friendly Certificates
02:30 – 03:30	Successful Green Marketing Examples (From the World and Türkiye)
03:30 – 04:30	Group Work: Creating a Marketing Message for a Green Product

Day 4 – Home Office Culture and Productive Remote Working

Time

Topic

09:30 – 10:30 What is a Home Office? Advantages and Challenges

→ The role of remote work in digital marketing, freelancing, and hybrid models

10:30 – 11:30 Digital Tools and Infrastructure for the Home Office

→ Introduction to tools such as Zoom, Trello, Slack, Google Workspace, Notion, etc.

11:30 – 12:30 Time Management and Productivity Techniques

→ Using the Pomodoro Technique, the Eisenhower Matrix, and digital calendars and planners

01:30 – 02:30 | Home Office Organization and Ergonomics

→ Physical comfort, creating a productivity space, and reducing distractions

02:30 – 03:30 | Green Home Office Practices

→ Low energy consumption, digital carbon footprint reduction, paperless working, e-waste awareness

03:30 – 04:30 | Practice and Group Work

→ Participants create their own home office plans and digital tool lists, and sharing takes place.

Day 5 – Preparing a Comprehensive Digital-Green Marketing Plan

Time

Topic

09:30 – 10:30 Marketing Strategy Writing and Planning

10:30 – 11:30 Green Brand Image and Storytelling

11:30 – 12:30 Digital Campaign Preparation: Goal, Timing, Channel

01:30 – 02:30 Interactive Group Workshop: Digital & Green Marketing Plan

02:30 – 03:30 Presentations and Evaluation

03:30 – 04:30 Certificates of Participation & Closing

Methods to be Used:

- Lectures and presentations
- Practical exercises
- Group work
- Case studies
- Tool use (Canva, Meta Business Suite, Google Ads)
- Review of sample campaigns

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