

# Professional Diploma in DIGITAL MARKETING

Under the guidance of Global Industry Advisory Champions including



## Course Length

8 weeks (120 guided learning hours)



## Required English Level

Upper Intermediate (B2 CEFR)



## Schedule

Monday to Friday



## Delivery

Lectures and seminars delivered by experienced teachers.



## Programme Fees

- Registration: 550 USD
- Tuition Fees: 1960 USD

## Qualification Purpose

Boost your career and stay relevant with the world's most recognized digital marketing diploma. Continuously updated content means you'll get cutting-edge digital marketing and soft skills, always. Learn Google Ads, social media marketing, SEO and much more. Become a certified digital marketing professional with DMI.

This digital marketing programme is aimed at:

- Marketers working in Management and Senior Management.
- Those who have just graduated and want to hit the ground running and up their skills in digital marketing immediately.
- Entrepreneurs and small businesses owners.
- Anyone hoping to implement an up-to-date digital strategy for their company.

Get certified by:



## Digital Marketing

Specialization is for when you don't just want to play the digital marketing game anymore, you want to drive it. To change it, Digital Marketing certification is perfect for you to become an online digital marketer. Become a Member and connect to the industry and white-hot opportunities. Here is power. The power to influence. To speak to billions of people.

## What will I learn?

You will be armed with the know-how, the experience and the insights to be able to work and speak with authority in this fast-paced industry. In short, you'll be a skilled digital marketer, capable of building digital marketing strategies from scratch.

## Content Overview

Become a certified digital marketing professional and boost your credibility by advancing your knowledge, role and career with these courses:

- Introduction to Digital Marketing
- Social Media Marketing
- Paid Search (PPC) using Google Ads
- Email Marketing
- Analytics with Google Analytics
- Content Marketing
- Search Engine Optimisation (SEO)
- Display and Video Advertising
- Website Optimisation
- Digital Marketing Strategy