TECHNICAL
EDUCATION
ACADEMY

School of Computer Science

COURSE PROGRAMME

000248

ITBU001 - Digital Marketing

Develop the skills needed to plan, execute, and measure an effective digital marketing campaign.



Learn from the Best in the Business!

Course overview

Intermediate level

Why take this course

Develop the skills needed to plan, execute, and measure an effective digital marketing campaign. This module sets out essential concepts and skills relating to the fundamentals of digital marketing. The Digital Marketing module covers the main concepts and skills of digital marketing, such as creating a web presence, optimising content for search engines, using social media platforms, selling online, different types of advertising, as well as monitoring and improving campaigns using analytics.

Digital marketing is a growing sector and workers with these skills are in demand. As businesses access new markets through online channels, they need employees who can help to build their online trading and commerce capabilities.

Who it is for and how it helps

This module is suitable for a wide range of candidates; for example, entrepreneurs, employees of small- and medium- sized enterprises, students, and marketing professionals who want to build and certify their digital marketing skills.

What you will learn

- Understand key concepts of digital marketing, including advantages, limitations and planning.
- Understand various web presence options and how to select appropriate keywords for search engine optimisation.
- Recognise different social media platforms, and set up and use common platforms.
- Understand how effective social media management assists in promotion and lead generation.
- Use a social media management service to schedule posts and set up notifications.
- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.
- Understand and use analytics services to monitor and improve campaigns.

Pre-course requirements

- The basics of classical marketing, basic knowledge of digitalization and Internet marketing

Participation and contacts

Joining the programme

Contact the Academy and quote course code 000248 to confirm dates, delivery format, prices and enrolment terms.

Training for your team

Tell us your business goals, the roles and number of participants, and your preferred dates and location. This will help us discuss the right training option.

Preparing for the programme

Read the pre-course requirements in this programme before enrolling.

Discuss your training needs

mail@tecedu.org
www.tecedu.academy

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