TECHNICAL EDUCATION ACADEMY

School of Computer Science

COURSE PROGRAMME

000250

ITBU003 - Advanced Digital Marketing

This module establishes the critical context of Digital Marketing and sets out advanced concepts and skills that will help learners start a Digital Marketing function.



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Course overview

Advanced level

Why take this course

This module establishes the critical context of Digital Marketing and sets out advanced concepts and skills that will help learners start a Digital Marketing function. This course covers advanced skills and main concepts relating to digital marketing, certifies best practice in digital marketing.

The Advanced Digital Marketing module was developed with input from computer users, subject matter experts, and practising digital marketing professionals from around the world. This process ensures the relevance and range of module content.

Who it is for and how it helps

This course will give candidates a strategic perspective of this discipline, while equipping that with the necessary tactical elements essential to kickstart online marketing for any industry.

What you will learn

- Understand why Digital Marketing is highly relevant for modern business, compared to traditional marketing
- Understand advanced concepts of digital marketing, including advantages, limitations, strategizing, and planning
- Get a deeper understanding of Digital Marketing functions such as Social Media, Email Marketing, Online Advertising, and Search Engine Optimization
- Understand various web presence options and how to select appropriate keywords for search engine optimization
- Recognize different social media platforms, how social media can assist promotion and lead generation, how to set up and use common platforms
- Understand and use analytics services to monitor and improve campaigns
- Get sensitized to laws pertaining to Digital Marketing in this region

Pre-course requirements

- Basic and intermediate knowledge of digital marketing, basic knowledge of classic marketing, knowledge of digitalization

Participation and contacts

Joining the programme

Contact the Academy and quote course code 000250 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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