



**Course:** **A Professional Certificate in Digital Marketing**

**Contact Hours:** **24**

**Pre-requisite:** **None**

---

### **Abstract**

This certificate enables participants to demonstrate an understanding of how technology has influenced the development of marketing and its evolution into a field now referred to as Digital Marketing. Participants will develop their understanding of the elements of digital marketing and the impact of it on traditional marketing models and strategies. The course takes participants through the steps of developing a digital marketing plan for their own organisation. Participants are exposed to web based marketing tools with the view of incorporating new media into traditional media and marketing planning.

### **Target Audience**

The course is designed for Marketing Assistants, Marketing Officers, Sales Personnel, Marketing Managers interested in learning how to incorporate digital marketing and strategies into their current strategy.

### **Learning Outcomes**

On completion of this course, learners will be able to:

1. Understand the impact of technology on the traditional marketing mix.
2. Understand how they can use digital marketing to increase sales and grow their business
3. Understand the basics of the digital marketing tool kit
4. Become familiar with the elements of the digital marketing plan
5. Understand how to reach your online target market and develop basic digital marketing objectives

## **Course Content**

---

### ***Learning Outcome 1: Principles of Digital Marketing and the Marketing Mix***

- The Marketing Mix
- Defining Digital Marketing
- Setting Digital Marketing Objectives

### ***Learning Outcome 3: Digital Marketing Tools***

- Web Content and Design
- Email Marketing
- Social Media

### ***Learning Outcome 2: Search Marketing***

- Introduction to Search Marketing
- Introduction to Search Engine Optimization
- Key Word Search

### ***Learning Outcome 5: Social Media and Online PR***

- What is Social Media?
- Social Networking
- Reputation Management
- Engaging the Community

### ***Learning Outcome 5: Email, Advertising and Viral Marketing***

- Introduction to Email Marketing
- Understanding your Audience
- What is Viral Marketing

### ***Reporting and Web Analytics***

- Web analytics
- Conversion funnels

### ***Learning Outcome 4: Digital Marketing Planning***

- SOSTAC (Situation Analysis; Objectives; Strategy; Tactics; Action; Control)

### ***Marketing and the Internet***

- Practical Session
- Review