

DIGITAL MARKETING COURSE



Unlock the power of digital marketing in just 6 weeks! Designed for both beginners and professionals, this course equips you with essential skills to thrive in the everevolving digital landscape.



COURSE DURATION

6 weeks



SCHEDULE

Monday - Friday (Semi-Intensive)



REQUIREMENTS

B2 CEFR or above



DMI ACCOUNT ACCESS FEE

\$550 USD



ASSESSMENT

Final exam (60% passing score for certification)

Get more
information

Know more
about this course!

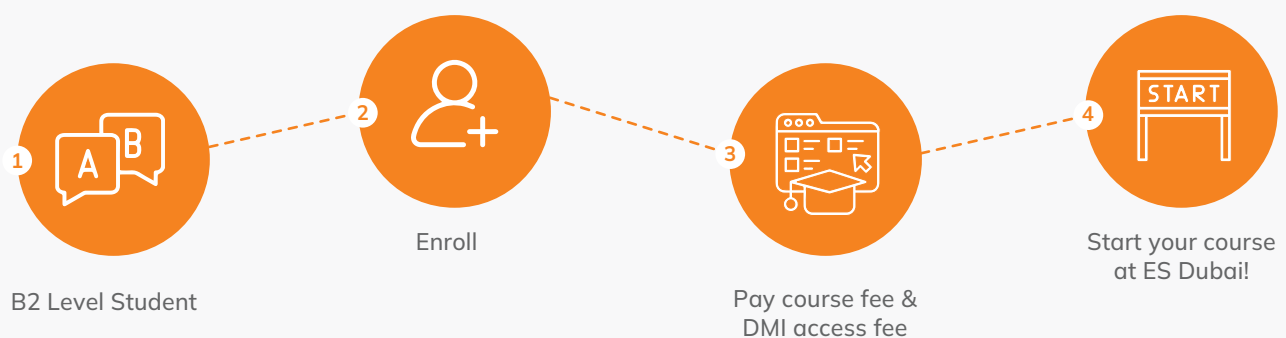
Who Should Join?

- Marketers, business owners, content creators, and entrepreneurs.
- Professionals and beginners in the industry looking to stay competitive in digital marketing.

Why Join?

- **Globally Recognized Certification:**
Earn a DMI certification, endorsed by Google, Meta, and LinkedIn.
- **Master AI Tools:**
Learn how AI is transforming marketing strategies.
- **Hands-On Learning:**
Practical training in SEO, PPC, social media, and email marketing.
- **Career Boost:**
Acquire in-demand digital marketing skills to enhance your career.
- **Expert Instructors:**
Learn from industry professionals with real-world expertise.
- **1-Year DMI Portal Access:**
Stay up-to-date with the latest digital marketing trends and insights.

Student Journey:



Course Outline:

Gain practical knowledge in digital marketing strategy, social media, AI, PPC, email marketing, and more.

WEEK	TITLE	DESCRIPTION
1	Digital Marketing & AI	<ul style="list-style-type: none"> • Introduction to digital marketing and its impact • Overview of digital channels and AI tools • Integrating on line and offline marketing
2	Content Marketing & Creation	<ul style="list-style-type: none"> • Strategies for content creation vs. cu ration • Understanding buyer personas and metrics • Using tools for effective content generation
3	Social Media Marketing	<ul style="list-style-type: none"> • Key platforms (Facebook, Instagram, LinkedIn) • Social media algorithms and campaign creation • Audience targeting and engagement strategies
4	Website Optimization & SEO	<ul style="list-style-type: none"> • SEO fundamentals and technical optimization • Keyword research and on-page best practices • Tools for improving website performance
5	PPC & Display Advertising	<ul style="list-style-type: none"> • PPC strategies and display advertising basics • Keyword research and campaign setup • Techniques for optimizing ad performance
6	Professional Skills & Email Marketing & Automation	<ul style="list-style-type: none"> • Email marketing strategies and automation • Crafting effective emails • Building professional skills in project management and agile methods