



Marketing Digital Engagement Strategy

Course Description:

This course introduces to the integrated digital marketing system. Students participating in this course will gain in-depth knowledge of promoting brands and products on social media, search engine marketing, online analytics, mobile apps, text messaging and emerging forms of digital platforms. Students will also learn how to create successful campaigns and messages designed specifically for each kind of channel. As digital marketing rapidly evolves to be the central pan of marketing in today's global environment. Understanding and leveraging this powerful tool is essential for all marketing and business professionals, aimed at achieving business goals such as acquiring, converting, and retaining online customers.

Course Outline:

Computer Literacy

Introduction to Digital Marketing

Introduction to Analytics

Social Media Marketing

Search Engine and Performance Marketing

Project – Digital Engagement Strategy

Course Outcomes:

At the end of the course the student will be able to:

- Apply digital marketing tools, strategies, tactics, and best practices to achieve marketing goals and objectives
- Identify the key business drivers for digital and mobile adoption
- Develop and manage the internet marketing campaign for achieving defined marketing goals and objectives
- Determine the most lucrative online marketing strategies for acquisition, conversion, and retention of customers/clients



- Interpret marketing metrics and analytics to measure the impact and the effectiveness of marketing strategies, tactics, and campaigns
- Leverage new models in business and e-commerce to increase profitability

Career Opportunities

Graduates of this certificate program will be able to start their career with entry-level positions in medium to large-sized companies as an:

- Advertising administrator
- Advertising account executive
- Advertising and promotions coordinator
- Agency marketing department manager
- Assistant brand manager – advertising
- Correspondence and public inquiries manager
- Information service coordinator

Course Duration:

180 Hours