

PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

FROM THE DIGITAL MARKETING INSTITUTE (DMI)

The Professional Diploma in Digital Marketing is an in-depth 30 hour course created and validated by digital marketing industry specialists. The course syllabus is the most widely taught in digital marketing and the certification is recognised globally across the digital sphere. Get to grips with the core essentials of digital marketing, including Search, Social Media, PPC, Email Marketing, Analytics, Mobile, Strategy & Planning and more.

WHY SHOULD I TAKE IT?

Future-proof your employability and gain the latest and most up-to-date digital marketing skills needed to thrive in today's digital economy.

The Professional Diploma in Digital Marketing is ideal for candidates seeking to gain a fundamental understanding of the digital skills needed to formulate, run and measure effective digital marketing campaigns.

It's best suited for marketing and sales professionals, business owners and individuals who would like to embark on a new, exciting and in demand career.

WHAT WILL I TAKE AWAY?

Upon successful completion of a 3-hour Pearson VUE computer-based examination you will be awarded the world's most widely recognised digital marketing certification. You will achieve the confidence needed to create and steer a revenue-generating digital marketing strategy for any sized company. You'll also gain an internationally recognised badge to display proudly on your LinkedIn profile.

HOW LONG WILL THEY TAKE?

The Professional Diploma in Digital Marketing will take 24 weeks (6 Months) to complete either via Blended Learning or interactive eLearning.

PROFESSIONAL DIPLOMA SUBJECTS INCLUDE:

- Introduction to Digital Marketing
- Search Engine Marketing
- Pay PerClick
- Display Marketing
- Email Marketing
- Social Media Marketing
- Mobile Marketing
- Analytics
- Strategy and Planning



TALK TO US TODAY ABOUT OUR DIGITAL MARKETING COURSES

Call **+88 01973443330** or email **info@professional-qualifications.com**

MODULE DESCRIPTIONS

Module title	Description
Introduction to Digital Marketing	The Introduction to Digital Marketing module helps you get to grips with the fundamentals of digital marketing. You'll explore the digital marketing principles that can help you drive a powerful digital marketing strategy for your business. Subjects include SEO, Web Analytics, PPC, Email Marketing, Social Media Marketing, Affiliate Marketing, Digital Display Advertising and Video Marketing.
Search Engine Optimisation	The Search Engine Optimization (SEO) module teaches you the most effective techniques to help your website rank in the top results of the most popular search engines, including Google. Learn how to create, measure and carry out a powerful SEO strategy for your business. Subjects include SEO, WebAnalytics, PPC, Email Marketing, Social Media Marketing and more.
Pay Per Click	The Pay Per Click (PPC) module helps you understand how to create, run and measure cost-effective search advertising campaigns for your business. Learn how to create advanced keyword research that matches your consumers' intent and discover how to budget effectively. Subjects include PPC Concepts, Google PPC, Display Networks, Ad Copy, Landing Pages, Conversion Tracking, Bidding and more.
Email Marketing	The Email Marketing module enables you to create effective email marketing campaigns that help nurture your existing customers and prospects. Learn how to create subject lines that get opened and master how to create copy that appeals to your target audience. Discover the best tools and platforms to help you design, create and test your campaigns and choose the perfect time for sending emails.
Digital Display Advertising	The Digital Display Advertising module gives you the skills needed to create magnetic display campaigns. Master the key concepts of digital display advertising and learn how to plan, create and optimize clickable ad campaigns your customers get, love and respond to. Subjects include Ad Formats and Features, Targeting & Tracking your Campaign, Creative Formats, Campaign Budget and more.
Mobile Marketing	The Mobile Marketing module teaches you the latest mobile technologies and emergent trends used in mobile marketing. Get equipped with the practical skills and knowledge needed to create an epic mobile-friendly marketing strategy that helps you reach your target audience at the right time, in the right way and in the right location. Subjects include Mobile Advertising, Mobile Apps, Opportunities & Risks and more.
Web Analytics	The Analytics module helps you track, monitor and optimize your digital marketing campaigns effectively to ensure your Digital Marketing activities are fully optimized. Discover how to create an effective online reporting structure for any business. Learn how to set up your Google Analytics account, apply analytics tracking to your website and explore analytical insights like audience location, demographics and device usage.
Social Media Marketing	The social media marketing module consists of two parts. Part one shows you how to grow a social media following. You'll learn how to excite and engage customers on Facebook, LinkedIn, YouTube and Google+. Part two teaches you how to implement social advertising features and social listening techniques to help you foster relationships with customers. You'll also discover how to create a winning social media strategy.
Strategy & Planning	The Strategy & Planning module enables you to create an optimized, engaging and customer-pleasing digital marketing plan that ties together the core modules you have mastered throughout the programme. You'll discover how to create a situation analysis, define your target audience, select measurable objectives, plan your campaign, set the appropriate budget and measure your campaign effectively.

COURSE PRICING

Course title	No of tuitions	Price
DMI Professional Qualification in Digital Marketing (level 5)	10	£2,000

THE FINE PRINT

PRICE INCLUSIVE OF

- Pearson VUE authorized test centre fees
- Access to refinery – the distance learning portal
- Professional e-learning materials, a detailed study guide, access to an online electronic library and advanced online resources

PRICE EXCLUDING

- Any fee for any resits required
- VAT, Bank Draft and payment charges (if any)
- Any physical learning material

TUITIONS:

- Live classes via webinars covering all Modules Each class duration will be 45 minutes.
- Minimum 3 students in one class
- Class will take place via Webinar/Video Conferencing.
- As the tutor will be based in the UK, time difference has to be considered.

NOTES:

- Prices are no refundable and payable in full during admission

For more information please visit www.professional-qualifications.com

HOW TO FIND US:

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