Digital Marketing Fundamentals Course

INTRODUCTION

This Online Marketing Course has been designed specifically for digital marketeers, brand managers, account holders and advertisers who would like to learn key strategies and techniques to drive marketing innovation on all social media platforms.

During this course, students learn how to create, measure, and optimize digital experiences to revolutionize and influence how the world engages with ideas and the information being shared.

The course is open to anyone with an interest in learning more about how the internet and marketing go hand in hand. It is particularly suited to small, medium or large business owners and entrepreneurs, or professionals in a traditional marketing or communications capacity.

COURSE CONTENT

Introduction To Digital Marketing
   Digital Marketing Strategy
   Market Research
   Crowd Sourcing

Creating Your Digital Assets
   Web Design & Development
   Writing For The Web
   Mobile Development

Creating, Managing & Maintaining Online Marketing And Customer Relationships
   Email Marketing
   Online Advertising
   Affiliate Marketing
   Search Engine Marketing
   Search Engine Optimisation
   Price Per Click (PPC) Advertising
   Video Search Engine Optimisation
   Social Media Channels
   WebPR
   Online Reputation Management
   Mobile Engagement
   Customer Relationship
    Management (CRM)

Optimising your Digital Campaigns
   Web Analytics
   Conversion Optimisation

COURSE DETAILS

Mode of Study
PARTTIME
Frequency: Once Weekly

Duration
16 Hours
(8 Lessons of 2 Hours)

Delivery Method
Lectures & Hands-On Practice

Entry Requirements
Good Knowledge of English

Price: € 300

Study Experience includes: Training by a DMI Expert Practitioner, Detailed Educator Presentations.