Executive Degree
in Digital Marketing
& Analytics*

Optisage Technology

Strategic Educational Partner

SEGi COLLEGE SUBANG JAYA

Note: Executive Degree is non-MQA accredited

Course Overview

Digital Marketing is revolutionising the marketing landscape at such a pace that many companies are finding it hard to keep up. The fact is, the traditional way of doing things is fast becoming obsolete. This course aims to update candidates with the latest proven methodology as well as strategies to utilise in real world situations.

Candidates will learn from industry experts and have a real-world experience by managing real clients and accounts. Candidates can expect to broaden their employment prospects in a thriving industry as many corporations are in need of certified digital marketing individuals.

Course Content

» Unit 1 : Introduction to Interactive Digital Marketing

Learn the fundamentals of digital marketing, looking at the key channels, concepts and metrics. It focuses on the key digital techniques that are required to create a successful digital marketing campaign.

» Unit 2 : Search Engine Strategy & Planning

Learn the technologies, techniques, and strategies required to achieve high rankings on search engines, and why Search Engine strategy is one of the most cost effective promotional strategies available.

» Unit 3 : Social Media Advertising & Analytics Marketing

Learners will understand the power of Social Media Marketing as an effective and cost-effective digital marketing technique. Social media comes with several tools, which students will master to increase both the productivity and effectiveness of the campaigns.

» Unit 4 : Digital Analytics for Digital Marketing

Web Analytics introduces the key aspects of digital analytics and measurement to better understand website and digital marketing campaign performance.

» Unit 5 : Digital Channel Media Planning & Buying

Plan and design an end-to-end digital marketing strategy that aligns to business goals and complements a holistic marketing plan. You'll learn how to time, design and place content for maximum impact and efficiency. Finish up by learning what works by tracking and measuring content performance.

» Unit 6 : Strategic Digital Entrepreneurship

Your digital marketing efforts can't be random. You need real goals and plans to justify the time and money you're putting in. This module will show you how to construct a clear strategic vision, and go from ideas to action plans including budgets and key performance indicators (KPIs).

Course Summary

This programme will equip learners armed with the essential digital marketing knowledge and know-how, the experience and the insights to be able to work and speak with authority in this fast-paced industry. In short, candidates will be a skilled digital marketer, capable of building digital marketing strategies from scratch.

Course Objectives

- Gain an insight into the various online marketing platforms and identify the uniqueness of each platform.

- Have the ability to plan, strategise and implement campaigns based on the various objectives that are available.

- Learn how to analyse data collected to optimise and make important changes to improve performance.

- Have the ability to budget and optimise a campaign for maximum ROI and improve overall KPI on various platforms

- Learn how to grow any business online using various digital tools with the most optimal results within a given timeframe

Course Learning Outcomes

1. Gain a clear understanding of the value of Digital Marketing and why it is a vital component of an organisation's overall marketing strategy.

2. Plan, create and effectively manage Search and Social Media campaigns.

3. Integrate Digital Marketing plans into an organisation's overall marketing strategy.

4. Drive new visitor traffic to an organisation's website while improving online conversion rates.

5. Understand how Digital Marketing can help an organisation to grow its business - domestically and internationally.

6. Identify various online applications and resources that can help build effective and profitable websites.

7. Measure and analyse the visitor traffic of an organisation's website to continuously develop and improve Digital Marketing efforts..

Degree
Certificates

Upon successful completion of the programme, participants will be awarded and endorsed 6+1 Certificates of Achievement by **SEGi College Subang Jaya**.

6+1 Certificates

Course Duration: **6 Months**

Time: **9:30am-5:30pm**

Course Fee: **RM10,200+SST**

*per pax

ONLINE
MARKETING ACADEMY

14-01 & 14-02, Jalan Molek 1/9,
Taman Molek 81100 Johor Bahru,
Johor, Malaysia.

📞 **+607-288 1726**

💬 **+6011-1144 5462**

✈ **www.OnlineMarketing-Academy.com**

✉ **info@OnlineMarketing-Academy.com**