

Strategic Educational Partner



**SEGi**  
COLLEGE  
SUBANG JAYA

# STRATEGIC DIGITAL ENTREPRENEURSHIP

Learn how to formulate a clear strategy with strong action plans that include budget planning and key performance indicators (KPIs) in your digital marketing efforts.



## What you will learn :

- Digital Strategy Fundamentals
- Setting Strategy Objectives and KPIs
- Digital Strategy Research
- Developing a Creative Strategy
- Executing a Digital Marketing Strategy
- Communicating a Digital Marketing Strategy

## Course Summary

Learn to structure a digital marketing plan with clear vision and objectives by constructing a clear and effective strategic plan with the knowledge learnt.

## Course Objectives

Self-directed learning resources will be available to support the delivery and the appropriate assessment tools / tasks will be used to assess the intended learning outcomes.



Course Duration: **2 Days**  
Time: **9:30am-5:30pm**  
Course Fee: **RM2,000+SST**

\*per pax



CALL OR WHATSAPP  
FOR DETAILS

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