

Strategic Educational Partner



**SEGi**  
COLLEGE  
SUBANG JAYA

# 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.

## What you will learn :

- The Principles of Digital Marketing
- The technique of developing objective and Digital Research
- The concept of develop and formulating digital marketing strategy
- The concepts of search engine marketing (SEM)
- The concepts of Social Media Marketing
- The concepts of website Analytics

## Course Summary

This course introduces candidates to the various digital platforms and how they can benefit organisations in their online marketing campaigns. Candidates will be able to define different elements of digital marketing, understand what goes into a campaign, and identify the typical goals used.

## Course Objectives

Candidates will hone their skills and understand how to thrive in this industry by gleaning essential knowledge of what actually works and recognise the importance of different tactics and when to use them.

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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