

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 + 8% SST
*per pax



CALL OR WHATSAPP
FOR DETAILS

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