



# Executive Degree in Digital Marketing and AI\*



Strategic Educational Partner



**SEGi**  
**COLLEGE**  
SUBANG JAYA





# Course Overview

## Unleash the Power of AI-Driven Facebook Ads!

Join our 2-day advanced course to master campaign optimisation, report analysis, and performance boosting. Discover winning online tactics and learn to leverage Facebook's powerful AI tools.

### Course Highlights:

- AI-Driven Strategies: Implement cutting-edge tactics to enhance your campaign performance.
- In-Depth Optimisation: Boost your campaigns with advanced optimisation techniques.
- Report Analysis: Decipher reports effortlessly to make data-driven decisions.
- Smarter Targeting: Use AI for precise and effective audience targeting.
- Powerful Tools: Unlock Facebook's tools to craft winning online strategies.

This program is perfect for experienced Facebook marketers ready to elevate their skills. New to Facebook marketing? Start with our Facebook Marketing for Business course to build a solid foundation.

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# Course Content

## » Module 1

### Introduction to Interactive Digital Marketing with AI

- Learn the fundamentals of digital marketing, including key channels, concepts, and metrics.
- Explore how AI is revolutionising digital marketing techniques and campaign creation.

## » Module 2

### Search Engine Strategy & Planning with AI

- Master the technologies, techniques, and strategies required for high search engine rankings.
- Discover how AI is used for keyword research, competitor analysis, and automated ad bidding.

## » Module 3

### Social Media Advertising & Analytics Marketing with AI

- Harness the power of Social Media Marketing (SMM) as a cost-effective digital marketing technique.
- Learn how AI automates social media scheduling, optimises content delivery based on audience behaviour, and utilises AI-powered chatbots for enhanced customer engagement.

## » Module 4

### Digital Analytics for Digital Marketing with AI

- Explore advanced topics in digital analytics and measurement, including AI-powered reporting and data visualisation.
- Understand how AI can predict campaign performance, identify customer trends, and personalise user experiences.

## » Module 5

### Digital Channel Media Planning & Buying with AI

- Design a data-driven digital marketing strategy that aligns with business goals and utilises AI for content creation, placement, and real-time optimisation.
- Learn to track and measure content performance using AI tools for continuous improvement.


## » Module 6

### Strategic Digital Entrepreneurship with AI

- Develop a clear strategic vision using AI for market research, competitor analysis, and customer segmentation.
- Transform ideas into actionable plans with AI-powered budgeting and key performance indicator (KPI) tracking.







# 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..

# Testimonials

I highly recommend the Executive Degree in Digital Marketing and Analytics to those who are still undecided. I personally find it to be a very good course that offers great value for money for the knowledge that I have obtained. With the high demand for digital marketers, I am confident that this course will help those who are embarking on this journey.

I am very happy that I made the decision to take up this course and wish to thank all my trainers and SEGi College Subang Jaya for making it all possible.

**Nelson Lim**

*Sales & Marketing Executive | HAS Industry Pte Ltd, Singapore*

What I am most grateful for is the wealth of information that I have learnt that has enabled me to start from scratch up till the strategisation and implementation of a digital marketing campaign.

On top of the very informative materials, strategies and know-how, the hands-on experience has proven to be most invaluable, as it has given me the confidence and knowledge of what needs to be done. This will definitely benefit my career in the long run and I hope to leverage it for my future development too.

**Alan Tan**

*IT Manager | Seng Li Marketing Sdn Bhd*

I recently completed the Executive Degree course at the Online Marketing Academy and couldn't be more satisfied with my learning journey. The course equipped me with invaluable skills in Google Ads campaigns and using Analytics for report optimisation. Additionally, I gained comprehensive knowledge in online e-commerce, including website creation and strategies to boost sales.

These practical skills have already proven beneficial for my business, allowing me to effectively drive sales. I am confident in applying what I've learnt to further grow my career. A special thanks to my trainer, Johnson, for his exceptional teaching and patience throughout the course.

**Alex Thai**

*IT Executive | Pantech Corporation Sdn Bhd*

# Degree Certificates

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



Course Duration:

**6 Months**

Time:

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

Course Fee:

**RM10,200 + 8% SST**  
\*per pax



**ONLINE**  
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