



# EXECUTIVE DEGREE IN DIGITAL MARKETING AND ANALYTICS\*

Upgrade your Digital Marketing career today.

The Executive Degree In Digital Marketing & Analytics\* will equip you with the essential digital marketing knowledge and know-how to navigate the ever-changing digital landscape and give you the confidence to apply your knowledge and skills to be a successful digital marketer. Learn from industry experts and gain real-world experience by managing real clients and their accounts. At the end of the program, you will know how to plan, strategise and launch your very own digital campaign with the correct objectives, make optimisations and measure the overall performance with in-depth analytical reporting. In short, you will be a qualified digital marketer and speak with authority in your field of expertise.

## What can this programme do for you?

- Understand how Digital Marketing works and why it is vital in today's business environment.
- Guide you in identifying and creating effective strategies for different digital platforms in reaching your audience.
- Leverage your skill and knowledge to make you an important part of any organisation's digital strategy by seamlessly integrating their various marketing mediums.
- Equip you with the knowledge to optimise campaigns using data analytics and driving web traffic while improving conversions
- Provide you with the foresight and know-how to identify various online tools that can effectively help build profitable websites.

Course duration:  
**6-8 months**

Online class lectures:  
**12 days (9.30am - 5.30pm) within 6 months**

*Final Project Assignment*

\*Note: Executive Degree is non-MQA accredited

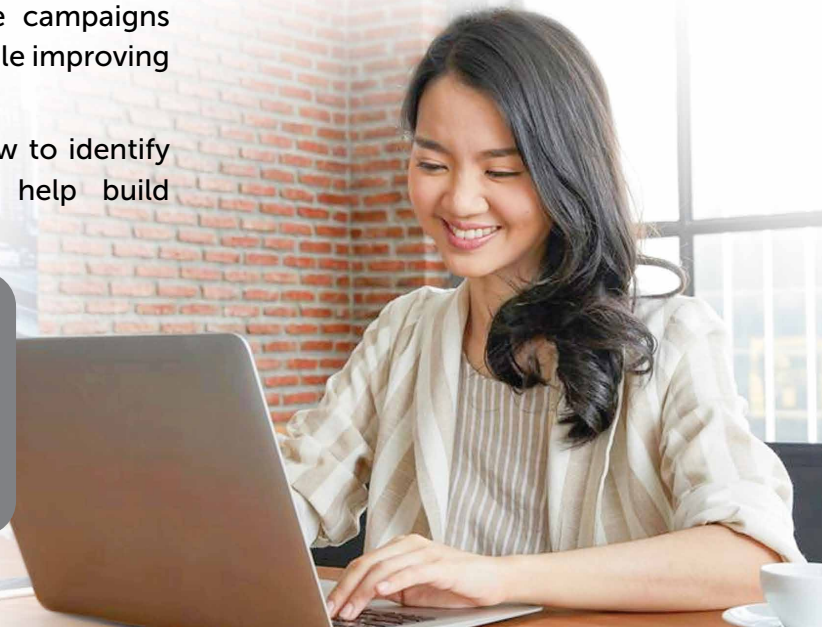
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**CONTACT US FOR FREE 1-ON-1 CONSULTATION**  
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