

# EXECUTIVE DEGREE IN DIGITAL MARKETING AND ANALYTICS\*

## Upskill & Future Proof Your Career

Equip yourself with the essential digital marketing knowledge and the cutting-edge power of Artificial Intelligence (AI) to get hired and get ahead of your peers. Land your dream job and master the ever-evolving digital landscape. Learn from industry certified experts and gain real-world experience by managing real clients and their accounts, leveraging AI tools and techniques. Become an indispensable asset to any company and future proof your career now.

### Program Outcome

#### Stay ahead of the curve and secure your future:

- **Future-Proof Your Skillset:** Gain the skills and knowledge that make you a highly desirable candidate to potential employers.
- **Commanding a Higher Salary:** AI expertise is in high demand, opening doors to lucrative career opportunities.
- **Become a Growth Catalyst:** Equip yourself with the skills needed to thrive in the ever-evolving digital landscape.
- **Become an AI-Powered Marketer:** Gain a significant edge in the job market with your knowledge of how to integrate and optimise artificial intelligence (AI) across different aspects of digital marketing
- **Lead with Confidence:** Become a leader who can leverage on your digital skills to make informed decisions and drive business growth.

The digital world is changing rapidly.

***Are you ready to thrive in it?***

Enrol today and take control of your digital future!

Course duration:  
**6-8 months**

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

*Final Project Assignment*

Strategic Educational Partner



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

*Awarded and endorsed by  
SEGi College Subang Jaya*

*\*Note: Executive Degree is  
non-MQA accredited*



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

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