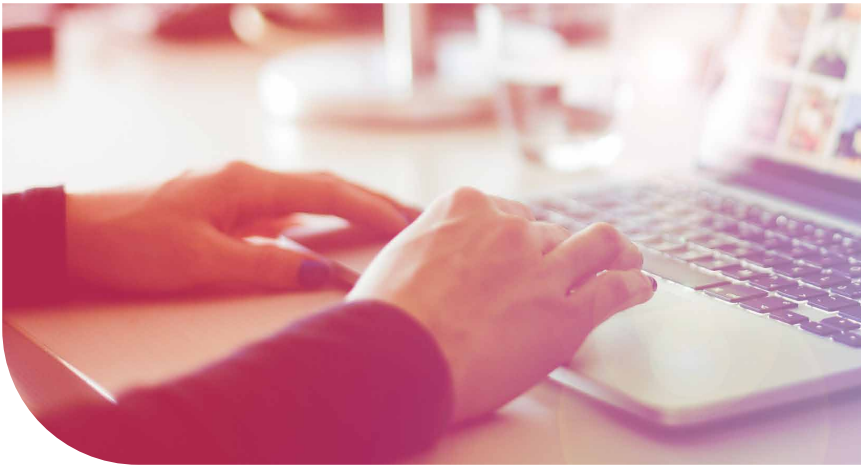




# Extended Diploma in Digital Marketing



Whether you're a complete beginner, business owner or marketing professional looking to upskill or start a career in Digital Marketing, this digital marketing course is perfect for you.

The Extended Diploma in Digital Marketing course is a cornerstone certification and can provide you with an introduction to key digital marketing specialisms, from Search Engine Marketing (SEM), PPC marketing and SEO, Social Media Marketing, Email marketing, eCommerce and Web Analytics.

This 6 months course is designed for practical learning, therefore, most concepts will be linked with hands-on training, where students will be expected to learn Social Media marketing for business with Facebook & Instagram, Facebook ads, virtual website optimization, SEO based on instructions in lectures and class discussions.

Course duration: **12 months**  
In-class lectures:  
**15 days (9.30am - 5.30pm)**  
**within 9 months**  
*Final 2 months for Project Assignment to build a fully functional e-commerce website*

Course fee : **RM 12,720**

*Payment schedule :*

Course application fee : **RM212**

*Upon approval by LEB*

1st month payment : **RM2,120.00**

2nd month payment : **RM1,298.50**

3rd month payment : **RM1,298.50**

4th month payment : **RM1,298.50**

5th month payment : **RM1,298.50**

6th month payment : **RM1,298.50**

7th month payment : **RM1,298.50**

8th month payment : **RM1,298.50**

9th month payment : **RM1,298.50**

*\* Inclusive of 6% SST*

## Entry Requirements

Applicants should normally be at least 16 years old. No prior knowledge is required, but applicants will only be admitted on evidence to show they are able to fulfill and benefit from the objectives of the programme and achieve the standards required.

1. Copy of students' updated and current CV
2. Copy of students' identification or passport
3. Copy of students' Certificates obtained
4. Copy of students' Academic Transcripts (where applicable)



# What will you learn?

1

## **Introduction to Digital Marketing**

The fundamentals of digital marketing, looking at key channels, concepts and metrics. It focuses on the key digital techniques that are required to create a successful digital marketing campaign.

2

## **Search Engine Optimization (SEO)**

Learn the technologies, techniques, and strategies required to achieve high rankings on search engines, and why Search Engine Optimization is one of the most cost effective promotional strategies available.

3

## **Search Engine Marketing (SEM) & Pay Per Click (PPC)**

Discover the power of Paid Search and Search Engine Marketing to increase the productivity and effectiveness of digital marketing campaigns. Compare and contrast organic search engine optimisation practices with pay-per-click strategies. Examine how to select the best methods, and create an effective search engine marketing campaign to achieve promotional goals.

4

## **Social Media Marketing (SMM)**

Discover the power of Social Media Marketing as an effective and cost-effective digital marketing technique. Social media comes with several tools (Facebook, Twitter, Instagram, LinkedIn, YouTube), which student can master to increase both the productivity and effectiveness of the campaigns.

5

## **Email Marketing**

Email Marketing is designed to assist marketers and businesses in improving their email marketing strategy, through detailing key aspects of successful email marketing campaigns.

6

## **Web Analytics**

Web Analytics introduces the key aspects of digital analytics and measurement to better understand website and digital marketing campaign performance.

## **Final Project Assessment**

Digital Marketing Project (Mandatory), an all-encompassing project in which you will apply the skills, and implement a project of your own choice under the guidance of experienced mentors.

### ***We provide all the tools***

All manuals will be available during class, so you can practice all the lessons and skills you have learned in class!

# What will you get?

The Extended Diploma programme focuses on the planning, implementation and measurement of your Digital Marketing strategy.

*The course will help you to:*

- Gain a clear understanding of the value of Digital marketing and why it is a vital component of your overall marketing strategy.
- Plan, create and effectively manage Search, Social Media, Mobile and Email Marketing campaigns.
- Integrate your Digital Marketing plans into your overall marketing strategy.
- Drive new visitor traffic to your website while improving online conversion rates.
- Understand how Digital Marketing can help you grow your business, domestically and internationally.
- Identify various online applications and resources that can help build effective and profitable websites.
- Measure and analyse the visitor traffic to your website to continuously develop and improve your Digital Marketing efforts.



**CONTACT US TODAY FOR MORE INFORMATION**

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