ICDL Digital Marketing

ONLINE MARKETING ACADEMY

HRDCORP CLAIMABLE

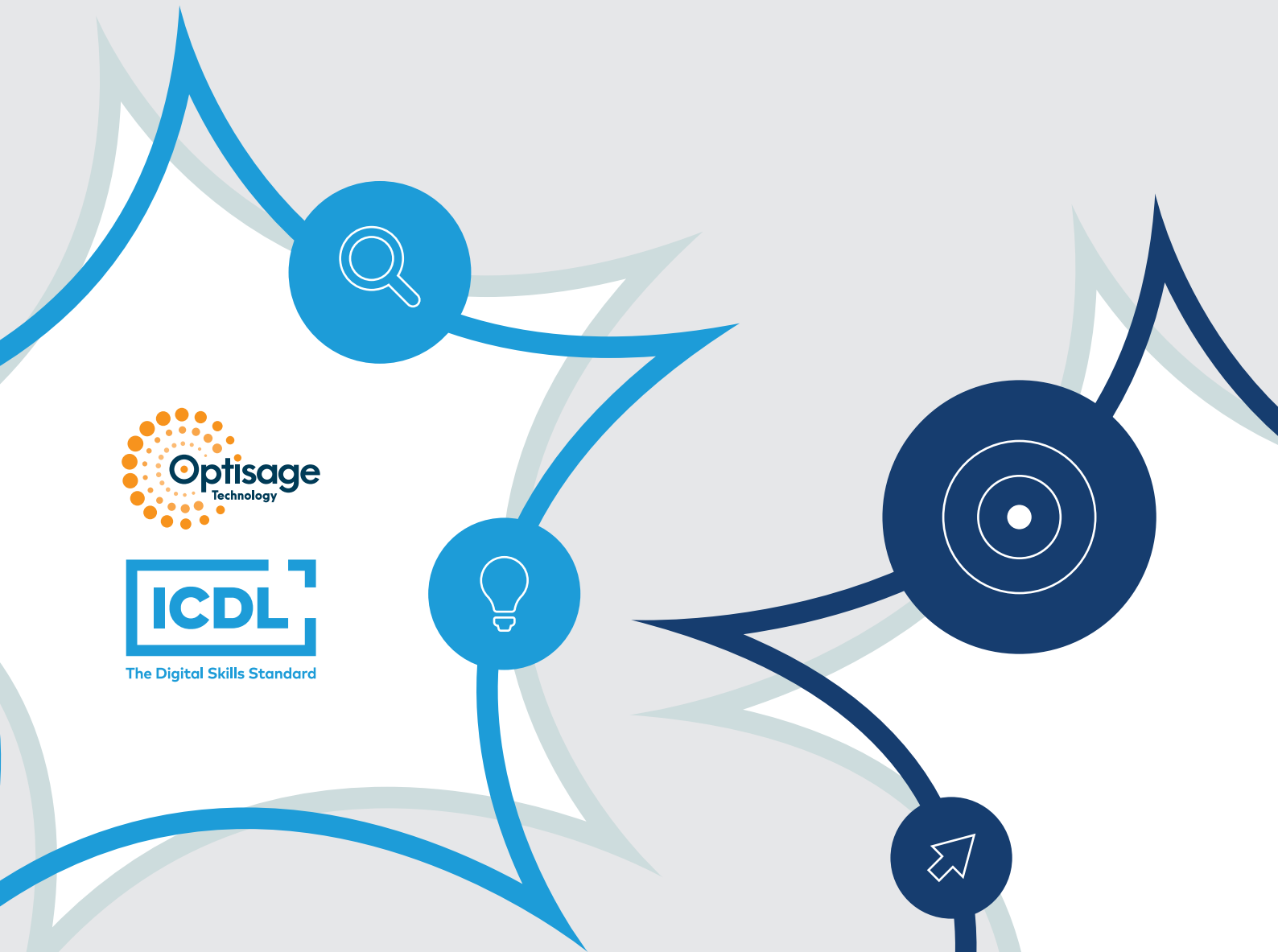SME100 Awards 2020 FAST MOVING COMPANIES

Optisage Technology

ICDL The Digital Skills Standard

Course Overview

Master the Essentials of Digital Marketing with a Globally Recognised Certification

Step into the fast-paced world of digital marketing with the ICDL Digital Marketing Certification, awarded by ICDL Asia and recognised in over 100 countries. Whether you're a business owner, marketer, jobseeker or student, this course equips you with practical, real-world digital marketing skills aligned with international standards.

Delivered by the Online Marketing Academy (OMA), Johor's leading provider of ICDL-certified training, this course is ideal for anyone looking to enhance their employability, upskill in digital tools, or grow a business online. At the end of this course, you'll walk away with the ability to plan and execute impactful digital marketing strategies and a globally recognised certificate to prove it.

Course Content

This programme covers the ICDL Digital Marketing module, enhanced with real-life examples, case studies, and tools used by marketing professionals today.

» Module 1
Digital Marketing Concepts

- Key concepts.
- Planning.

» Module 2
Web Presence

- Web presence options.
- Website considerations.
- Search engine optimisation.

» Module 3
Social Media Setup

- Social media platforms.
- Social media accounts.

» Module 4
Social Media Management

- Social media management services.
- Marketing and promotion activities.
- Engagement, lead generation and sales.

» Module 5
Online Marketing and Advertising

- Online advertising.
- E-mail marketing.
- Mobile marketing.

» Module 6
Analytics

- Getting started.
- Web analytics.
- Social media insights.
- E-mail marketing and online advertising analytics.

Course Summary

This internationally certified course delivers a comprehensive and practical approach to digital marketing empowering you to thrive in today's digital-first world. Participants will learn the key concepts and tools needed to build a strong online presence, attract and retain customers, and measure results.

Course Objectives

- Understand key concepts of digital marketing, including advantages, limitations and planning.

- Understand various web presence options and how to select appropriate keywords for search engine optimisation.

- Recognise different social media platforms, and set up and use common platforms.

- Understand how effective social media management assists in promotion and lead generation.

- Use a social media management service to schedule posts and set up notifications.

- Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing.

- Understand and use analytics services to monitor and improve campaigns.

Course Learning Outcomes

By the end of this course, participants will be able to:

1. Understand and apply key digital marketing concepts and terminology.

2. Build and manage a business or personal online presence.

3. Optimise website content and structure for search engines.

4. Create and manage online advertising campaigns.

5. Engage audiences through various social media platforms.

6. Analyse digital marketing campaign performance using analytics tools.

7. Develop integrated marketing strategies for real-world application.

8. Apply digital skills in business, freelancing, or employment settings.

ICDL Badge & Certificate

Upon successful completion of the programme, participants will be awarded a Digital Badge and Profile Certificate of Achievement by **ICDL**.

Why Take the ICDL Digital Marketing Certification?

Digital marketing is essential in today's business world. This certification gives you practical skills to plan, run, and measure digital campaigns with confidence. You'll learn how to choose the right tools, understand key tactics, and use insights to make smarter decisions - fast.

Who Is It For?

Perfect for professionals, jobseekers, and small business owners looking to upskill or shift into digital marketing. No prior experience needed — just a willingness to learn and apply.

Learning Mode:
eBook and eLearning Video

Course Duration:
100% Self-eLearning

Course Fee:
RM400 + 8% SST
*per pax

ONLINE
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