



Masterclass: ADVANCED DIGITAL MARKETING

INTRODUCTION

Advance of Digital Marketing course will introduce you to digital marketing practices in real marketplace. This digital marketing course gives you an in-depth of marketing strategy to be used as business start-up.

The proliferation of digital technology gives businesses a diverse new set of tools to reach, engage, monitor, and respond to consumers to an unprecedented degree. The aggregated and voluminous digital data can also be leveraged to better target specific consumer segments. This course aims to give you a deeper understanding of core processes of planning a digital marketing campaign and the role of various digital channels in an integrated marketing communication.

COURSE LEARNING OUTCOMES (CLO)

- Understand digital marketing concept and component.
- Evaluate digital marketing medium to be applied in real market situation.
- Apply knowledge and skills in developing effective and efficient digital marketing strategy.

WHO CAN ATTEND THIS MASTERCLASS?

This is open to all undergraduate students.

CERTIFICATION

Certificate of Completion in Masterclass
Advanced Digital Marketing

COURSE OUTLINE

1. Introduction to Digital Marketing
2. Market Research in Digital Businesses
3. Build An Attractive Website
4. Copywriting
5. SEO
6. Tools for Digital Marketing

