

Professional Development Programme

DIGITAL MARKETING

The Digital Marketing programme covers the fundamental concepts and skills required for digital marketing, including creating a web presence, optimising content for search engines, utilising social media platforms, online sales, various advertising techniques, and monitoring and enhancing campaigns using analytics.

This programme is suitable for entrepreneurs, small and medium-sized business employees, students, and marketing professionals who aim to enhance and deepen their digital marketing skills.

Students will receive an ICDL Certification upon passing the assessment.

Programme Outline

- Digital marketing concepts
- Web presence
- Social media setup
- Social media management
- Online marketing and advertising
- Analytics

Objectives

- Understand the key concepts and terms used in digital marketing
- Recognise the importance of different tactics and when to use them
- Identify different tools and platforms and their purposes
- Explain the factors and options involved in designing campaigns
- Understand insights, analytics, and services available for measuring them

Learning Mode, Duration and Fee

LEARNING MODE	Online Learning	Face-to-Face (on-campus)	Self-Learning
DURATION	2 days		Within 12 months
FEE	RM 1,800	RM 1,800	RM 450

Assessment Mode

Test (upon completion of training)

Offered at

INTI International College Penang

Intakes

MAY, SEPT, DEC