

CERTIFICATE IN DIGITAL MARKETING



Overview

Step into the dynamic world of digital marketing with Britain International Academy’s immersive **40-hour face-to-face training program**, thoughtfully crafted for beginners and aspiring professionals eager to build a strong foundation in the digital realm.

Course Outline

MODULES	HOURS
FUNDAMENTAL OF DIGITAL MARKETING	2
FUNDAMENTALS OF WEBSITE (SET UP & PAGE CREATION, HTML CERTIFICATION)	2
SOCIAL MEDIA MARKETING – FACEBOOK	4
SOCIAL MEDIA MARKETING – PINTEREST	2
SOCIAL MEDIA MARKETING – INSTAGRAM	2
SOCIAL MEDIA MARKETING – LINKEDIN & TWITTER	2
YOUTUBE MARKETING	3
GOOGLE ANALYTICS	3
EMAIL MARKETING WITH EMPHASIS ON LEAD GENERATION AND ACQUISITION FORMS	4
GOOGLE ADWORDS (GOOGLE PPC ADS)	4
SEARCH ENGINE OPTIMIZATION (SEO) (GOOGLE SEARCH CONSOLE, KEYWORD PLANNER ETC.)	8
CONTENT MARKETING & BEST PRACTICES IN DM	4

Certification

Participants receive a **Certificate of Completion** upon finishing all modules and assessments, recognizing their proficiency in advanced business ethics.