

DIGITAL MARKETING CERTIFICATION

Introduction

The Digital Marketing certification has been designed to help students in building the highly demanded skills in the field of marketing. The certification allows to build capacity for digital entrepreneurship and a basis to become professional digital marketer. It provides a goal-oriented and professional platform to gain theoretical knowledge and gain hands-on practice to becoming a successful digital marketer. Through this certification, the students will be mastering the core digital marketing skills; Branding, Websites, Content, Writing, Social Media, Podcasting etc.

Learning Outcomes

- Understanding the role and importance of digital marketing.
- Developing theoretical and practical skills of digital marketing.
- Learning and applying marketing strategies through digital channels.
- Assessing all available methods to determine the best possible online strategy.
- Understanding role of both digital and conventional marketing; distinguishing intersection of online and offline strategies.
- Identifying and presenting how business can be scaled with optimal marketing plan.
- Building and reaching a target audience on various online platforms.

Curriculum

Week	Topic
1	Introduction to Digital Marketing
2	Branding
3	Social Media Marketing (Facebook & Instagram)
4	Websites Building
5	<ul style="list-style-type: none">• Email Marketing

This document is the intellectual property of Enablers College of Technology, Lahore that can only be used particularly for teaching purpose. This material may not be quoted, photocopied, reproduced in any form without the prior written consent of ECOT – Director.

	<ul style="list-style-type: none"> • Copywriting
6	Content Marketing
7	<ul style="list-style-type: none"> • Google Ads, • Google Analytics
8	Social Media Marketing: <ul style="list-style-type: none"> • Twitter • YouTube
9	Social Media Marketing <ul style="list-style-type: none"> • LinkedIn • Pinterest
10	<ul style="list-style-type: none"> • Search Engine Optimization (SEO), • Search Engine Marketing (SEM)
11	<ul style="list-style-type: none"> • Podcasting, • Freelancing
12	Final Presentations

Benefits of Certification

Upon the completion of the certification, the students will benefit with skills including:

- Identification and application of social media marketing with greater target audience and client engagement
- Analysis and implementation of marketing strategies on online platforms.
- Promotion and building of brand identity, visibility, awareness and larger target audience.
- Development as a digital entrepreneur with an online business model.

Entry Requirements

- 20 years and above age
- Minimum education of intermediate is required
- Basic computer knowledge
- Fundamental English skills

Mode of Classes

- Online
- On Campus

This document is the intellectual property of Enablers College of Technology, Lahore that can only be used particularly for teaching purpose. This material may not be quoted, photocopied, reproduced in any form without the prior written consent of ECOT – Director.