

Learn

**Professional Diploma in
Digital Marketing**



Professional Diploma in Digital Marketing - course curriculum

1. Introduction to Digital Marketing
2. Website Planning and Creation
3. Search Engine Optimisation (SEO)
4. Search Engine Marketing
5. Social Media Marketing
6. Content Marketing & Strategy.
7. Web Analytics
8. Digital Media Planning and Buying
9. Web Remarketing
10. Email Marketing
11. Design Essentials
12. Mobile Marketing
13. E-Commerce Management
14. Online Reputation Management
15. Adsense, Blogging, and Affiliate Marketing

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16. Video Marketing

17. Marketing Automation, Influencer & Podcast Marketing

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