

## Professional Certificate in Digital Marketing (90hrs)

65037C

This course provides a thorough training for industry practitioners to take advantage of digital marketing as a way to achieve advertising objectives.

Responding to the trend of technological evolution, professionals need to equip with new knowledge of digital platform. The course aims to enhance their ability to handle digital marketing surveys and targeting strategies, in order to fully utilise the multichannel marketplace of the digital domain.

Successful completion of this course and the other two related Professional Certificate courses will contribute to the award of the *Professional Diploma in Strategic Online Advertising*.

### Course Outline

1. Digital Marketing Plan and Strategy (30 hrs) Module Code DDP4120Y
  - Understanding the online market place
  - Digital Strategy Development
  - Web analytics and Site optimization
  - Digital Media - Planning and Buying
2. Digital Marketing Environment (30 hrs) Module Code DDP4121Y
  - Digital marketing landscape
  - The Digital Consumer
  - Digital Marketing Tactics
3. Introduction to Search Engine Marketing (30 hrs) Module Code DDP4122Y
  - Basic concepts and principles of search engine marketing
  - Basic concepts and principles of search engine optimization
  - Building for Powerful Search Engine marketing
  - Best Practice for Search Engine Marketing

Duration: 90 hours

Fees

Full Course: \$13,650 (90hrs)

Single Module: \$5,000 (30hrs)

Payment, Timetable & Venue: see TIMETABLE & FEES in [www.hkdi.edu.hk/peec](http://www.hkdi.edu.hk/peec)

### Minimum Entry Requirements

1. 5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above; OR
2. A recognized Diploma in relevant areas.

Preference will be given to applicants with working experience in digital marketing and online advertising.

### Enquiry

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