



DMI ME

DIGITAL MARKETING INSTITUTE
Middle East

Professional Diploma in Digital Marketing



“Learn From the Experts”

Professional Diploma in Digital Marketing

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Transform your business with Digital Marketing

*Earn a Professional
Diploma in Digital
Marketing*

*Learn how to
effectively use SEO,
Google AdWords,
Analytics & Social
Media and other tools
to increase revenue*

*There are now over
70 million regular
internet users in the
Middle East*

*The Middle East is
currently the 2nd
fastest growing
internet population in
the world*

Learn how to use cost effective and measurable digital marketing techniques to grow your business

Digital Marketing is now one of the most important sales, marketing and communication channels available to any organisation.

Developed by leading international digital marketing practitioners, this hands on marketing course has been designed to help you understand how to plan, implement and manage a comprehensive digital marketing strategy, enabling you to grow your customer base, engage with your customers online and maximise your revenue opportunities.

The Professional Diploma in Digital Marketing provides you with the detailed and practical knowledge you require to develop your digital marketing expertise.

About Digital Marketing Institute?

The Digital Marketing Institute is a recognized leader in the provision of digital marketing courses internationally, dedicated to educating professionals on industry standard digital marketing techniques. Through its Advisory Council, comprising of leading global industry players, the Digital Marketing Institute ensures that it continually delivers digital marketing courses with global industry appeal. The Digital Marketing Institute programs are now available in the Middle East through its regional partner DMI ME, with courses initially being offered in the GCC region.

About DMI ME?

Digital Marketing Institute Middle East (DMI ME) is the Digital Marketing Institute's regional partner for program delivery in the Middle East. David Carpenter, CEO of DMI ME commented that "The digital marketing age is here and the Professional Diploma in Digital Marketing brings recognised industry standard best practice to the region, enabling the region to continue to exploit technological innovation as a tool for growth and competitiveness".

Past Attendees

Accenture, Barclays, DHL, eBay, Ernst & Young, Facebook, Google, HP, Intel, London City Council, Microsoft, Nissan, Nokia, Renault, The Open University, Unilever, Vodafone, W Hotels Worldwide, Yahoo

Advisory Council

As part of the Digital Marketing Institute's commitment to providing qualifications that meet current and future global industry requirements an Advisory Council, comprising of leading global industry players, advises on curriculum and content. The Digital Marketing Institute's Advisory Council includes the following leading organisations: **Facebook, Google, Microsoft, LinkedIn, Vodafone and BT.**

Membership

All candidates attaining the Professional Diploma in Digital Marketing will be eligible for Digital Marketing Institute Middle East membership. DMI ME membership will give candidates access to a wide range of resources so that they keep in touch with the latest developments in the digital marketing space. Members will be provided with a series of ongoing, lifelong learning options, including networking events, Continuous Professional Development courses, a logo, videos and presentations by digital marketing leaders.

Accreditation

The Professional Diploma in Digital Marketing is fully accredited by the Digital Marketing Institute and is mapped to the European Qualifications Framework. The Diploma is recognized by the marketing industry and by employers, with many graduates gaining promotions or finding new positions more easily after completing the program.

Who is this course for?

This course is for those who are responsible for creating or implementing an organisation's online marketing strategy. It is also suitable for anyone looking to grow their business by reaching their wider target audiences, or government officials looking to reach their citizens by effectively using websites, social media and other online tools. Candidates for this course come from a diverse range of job roles and geographical locations and include senior executives, marketing managers, marketing executives, government officials, entrepreneurs, IT managers, as well as candidates looking to pursue a career in digital marketing.

What will you learn?

The Digital Marketing Institute's panel of expert practitioner-lecturers has specifically structured the curriculum to help you to understand the current trends and best practices in Digital Marketing. This Professional Diploma provides you with a fully accredited and sought after certification comprising the main theories, concepts, techniques and application expertise required to effectively develop, plan and implement an effective digital marketing strategy. The courses are constantly updated with the latest digital marketing techniques.

Offline v Online: *for every 1 purchase made online it's estimated that a further 3 offline purchases (over the phone, in store etc.) are made based on the online research carried out in advance by the customer*

Online Marketing Popularity: *in the UK online marketing is now the No 1. most popular marketing tactic. More than £4 billion was spent on online advertising in the UK last year*

Online Spend *Internet users in Saudi Arabia spent over US\$3 billion online last year*

Course Format

The Professional Diploma in Digital Marketing is delivered through an interactive classroom learning format supported by detailed student course material with a formal end of course assessment. Classroom learning is highly interactive and participative, using a combination of 'workshop' lectures, discussion and practical case studies.

The diploma course is delivered in a concentrated 5 day 'bootcamp' programme:

- Course runs Saturday – Wednesday 9.30am – 5.00pm.
- Lunch and refreshment breaks are included in the cost of the course.

The course will also be available in evening and weekend formats.

Venue

The Digital Marketing Institute Middle East strives to provide the most suitable, modern and accessible locations for the delivery of our courses. We typically use prominent venues with the highest standards of conferencing and meeting room facilities.

About your Lecturers

All of your International lecturers are professionals in the digital marketing sector, creating and delivering online marketing campaigns on a daily basis. Their training is based on real world, practical experience and utilizes real life examples and case studies throughout the course.

Course Materials

All students receive a comprehensive set of course notes, handouts, slides and references. The courses are constantly updated with the latest in online marketing trends.

Award

In order to achieve certification a candidate must complete a satisfactory attendance record and complete an end of course assessment. The formal assessment will be reviewed and corrected by an independent panel of experts. The course is fully accredited by the Digital Marketing Institute and mapped on the European Qualifications Framework (EQF).

Fees

The course fee is \$ 3,000 and includes all materials, documentation, text books, assignment correction and certificate.

Course Syllabus

The Professional Diploma in Digital Marketing course, comprises the following Modules:

Module 1: Digital Marketing Uncovered – Digital Strategy

All current innovation in marketing is through digital channels. This first module demonstrates the power of applying digital concepts across the marketing function in any business. Topics covered:

- Strategies in digital marketing
- Aligning internet with business objectives
- Examples of great case studies
- User behaviour & navigation
- Branding and user experience
- Developing a digital plan

Module 3: Pay Per Click Marketing

Pay per click (PPC) advertising campaigns allow you to maximize your company's visibility on key search engines such as Google, Yahoo, & Bing. You will learn how to develop an effective PPC strategy and achieve demonstrable return-on-investment (ROI). This module takes you through the essentials of planning, managing PPC campaign. Topics include:

- How to create a PPC campaign
- Implementing your PPC budget
- Targeting your advertising
- Measuring and managing your campaigns

Module 5: Email Marketing

Email Marketing, when carried out properly is still one of the most effective forms of digital marketing. This module will teach you about Data Protection, Opt-In Subscriber Management, Email Design and Content, Email Delivery and Reporting. Topics include:

- Email marketing explained
- Creating optimised campaigns
- How to measure success
- Managing your database
- Best practice case studies
- Choosing 3rd party email providers

Module 2: Search Engine Optimisation

SEO is about attracting the right customers at the right time. This module will equip you with the core understanding, technical know-how and insight to build an SEO strategy that will work in today's fiercely competitive online marketplace. Topics include:

- Keyword research
- How Google works
- Search engine factors
- Onpage & offpage optimisation
- Metatags, images, content, video
- Links and how to get them

Module 4: Website Analytics

Your digital marketing is only as effective as the analytical insights derived from online activities. This module guides you through web analytics and other data sources to better understand site visitor characteristics and behavior. You will understand the most important and appropriate metrics and how to use them to improve your digital activities. Topics include:

- What is website analytics?
- Google Analytics explained
- Understanding your KPI's
- Increasing traffic to your website
- Measuring website traffic

Module 6: Digital Display Advertising

This module will provide you with a comprehensive understanding of the creation, deployment and management of digital display advertising including display, search, affiliate, email, mobile & social, to give delegates the broadest view of digital advertising opportunities. Topics include:

- What is display advertising?
- How are banners bought and sold?
- Banner formats and when to use them
- Creating and implementing a banner campaign

Module 7: Mobile Marketing

This module will provide you with the know-how to plan and manage your mobile marketing. Topics include:

- What is mobile marketing?
- Popularity & proliferation of smart phones
- Understanding how people use the mobile web
- Learning how to plan, create and manage mobile campaigns.
- Integrating mobile marketing with the wider digital mix

Module 10: Bringing it all Together – Creating and Implementing your Digital Plan

Digital Marketing is driving the agenda in marketing departments and this module will teach you the complexities of planning, buying and executing a marketing campaign that integrates traditional marketing with all digital activities including display, search, affiliate, email, mobile & social. Topics include:

- Examples of integrated marketing plans
- Using the best digital marketing channels for maximum impact
- Creating an integrated digital marketing plan
- Costing and resourcing your internet plans.
- Aligning business objectives, strategy and tactical solutions

Modules 8 & 9: Social Media Marketing

This module will provide you with the know-how to plan and manage your communications and marketing through the rapidly emerging and influential social networks. It will provide you with techniques and tools to understand and harness the opportunities provided by best practice social media marketing and online PR.

Topics include:

- What is social media marketing?
- Overview of Facebook, Twitter, LinkedIn, Blogging, YouTube and Flickr
- Increasing website traffic using Facebook, Twitter, video, etc.
- Building brand awareness using social media
- Best practice examples and case studies

You are in good company. Recent attendees include:



- London City Council
- National Electricity Supply Board
- Irish Tourist Board
- Ireland’s National Training and Employment Authority
- Irish Film Board
- Industrial Development Authority
- Mater Private Hospital
- Marie Curie Hospices
- National Mapping Agency
- W Hotels Worldwide
- Moran Hotels
- Quality Hotels
- Royal Caribbean International
- Tour America
- Ogilvy (Advertising Agency)
- Nielson Marketing Research
- Media Team (Publishing Company)
- Mercury Media (Media Company)
- Metro Herald (Newspaper)
- The Open University
- Queens University, Belfast
- Trinity College Ireland
- University College Cork
- Westminster University
- Institute of Technology
- Smurfit Graduate Business School



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