Professional Diploma

SCANDINAVIAN ACADEMY
For Training and Development

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Course: Professional Diploma in Digital Marketing

Code	City	hotel	Start	End	price	Hours
735	Vienna (Austria)	Hotel Meeting Room	2024-06-17	2024-06-28	7950 €	80

About this Diploma

Digital has changed the way we work, live and communicate. If you're looking for a career in digital marketing or you want to become a leader in your field with basic to no knowledge in digital marketing, then the world's most sought-after Professional Diploma in Digital Marketing by the Digital Marketing Institute is for you.

The Professional Diploma in Digital Marketing will give you an in-depth 360° understanding of how to effectively strategize and implement powerful digital marketing campaigns that convert. Designed and developed by industry giants such as Google, Microsoft and Facebook, this certification delivers best current practice, theory and applied practical skills in digital and is recognized and respected by all industries globally. Become a leader in your industry, master digital.

Objectives & Outcomes

At the end of this Diploma, you will understand the various channels and activities required to plan, implement and manage a comprehensive digital marketing plan for your business.

- **The Professional Diploma in Digital Marketing will enable you to:**
  - Conduct digital research, set business objectives for campaigns, and develop a targeted digital marketing strategy.
  - Build and publish a well-designed and high performing and optimized website aligned to your business goals.
  - Create and curate compelling and innovative content that drives ROI.
  - Set up, optimize, create, execute, and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat.
  - Boost your website’s organic ranking by optimizing technical on-page and off-page elements.
  - Create and manage paid search campaigns in Google Ads and use Google Analytics to measure performance.
  - Use Google Ads to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance.
  - Design effective emails that generate leads, retain customers, and inspire evangelists.
  - Set goals for your business and website and understand how analytics tools are used to help measurement.

- Use owned, accessed, desk, audience, competitor, and social listening research to create a how-to guide for all digital marketing activities.

Outline

- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimisation (SEO)
- Paid Search (PPC) with Google Ads
- YouTube and Display Advertising
- Email Marketing
- Website Optimization
- Analytics with Google Analytics
- Digital Marketing Strategy

How to prepare a professional diploma

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

Certificates

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- **The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431**
- **The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.**

The Scandinavian Academy employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**
  - We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.
- **Scientific Assessment:**
  - We evaluate trainees skills before and after the course to ensure their progress.
- **Brainstorming and Interaction:**
  - We encourage active participation through brainstorming sessions and applying concepts through role play.
- **Practical Cases:**
  - We provide practical cases that align with the scientific content and the participants specific needs.
- **Examinations:**
  - Tests are conducted at the end of the program to assess knowledge retention.
- **Educational Materials:**
  - We provide both printed and digital scientific and practical materials to participants.
- **Attendance and Final Result Reports:**
  - We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.
- **Professionals and Experts:**
  - The programs scientific content is prepared by the best professors and trainers in various fields.
- **Professional Completion Certificate:**
  - Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.
- **Program Timings:**
  - Training programs are held from 10:00 AM to 2:00 PM and include buffet sessions for light meals during lectures.