



Econsultancy



# PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING

LAST 2 INTAKES  
OF 2018

★ 24 OCTOBER

★ 19 NOVEMBER



49  
hours

FACE-TO-FACE  
WORKSHOPS WITH  
EXPERT TRAINERS



ELEARNING &  
QUIZZES



COMPLIMENTARY  
RESEARCH REPORTS



POST-WORKSHOP  
MENTORING

SCAN TO FIND  
OUT MORE



[BIT.LY/ECONPROCERT](http://BIT.LY/ECONPROCERT)

UP TO  
**70%**  
SALARY  
FUNDING

**70%**  
FUNDED BY e2i

SPECIAL DISCOUNTS

FOR ECONSULTANCY'S  
PAID SUBSCRIBERS &  
NTUC MEMBERS

IN COLLABORATION  
WITH



**COURSE FEE:  
\$1,470**

AFTER FUNDING AND  
EARLY BIRD DISCOUNT

FOR ENQUIRIES, EMAIL US AT [APAC@ECONSULTANCY.COM](mailto:APAC@ECONSULTANCY.COM) OR CALL US +65 6653 1911

# Course schedule for

★ 24 October (Intake 4)

★ 19 November (Intake 5)

	Intake 4	Intake 5	Module	What will be covered
Day 1	Wed, 24 October	Mon, 19 November	<b>Module 1 Digital Marketing Fundamentals</b>	Overview of digital marketing, frameworks & processes, email marketing & marketing automation, digital marketing technology
Day 2	Thu, 25 October	Tue, 20 November		Display advertising, market and demand research, paid search advertising
Day 3	Fri, 26 October	Wed, 21 November		Search engine optimisation (SEO), content marketing, module certification test
Day 4	Thu, 8 November	Tue, 27 November	<b>Module 2 Social Media &amp; Influencer Marketing</b>	Social media marketing including Facebook, Instagram, YouTube & LinkedIn Marketing
Day 5	Fri, 9 November	Wed, 28 November		Influencer marketing, social media marketing in China, module certification test
Day 6	Thu, 29 November	Thu, 13 December	<b>Module 3 Data &amp; Analytics</b>	Overview of data analytics and measurement
Day 7	Fri, 30 November	Fri, 14 December		Google Analytics and other data analytics tools, module certification test, project presentation