

Professional Diploma in Digital Marketing

- in partnership with the Digital Marketing Institute

October 2020

Month	Date	Thursday 18.30-21.30pm
October	15	Introduction to Digital Marketing
	22	Website Optimization
	29	Content Marketing
	05	Search Engine Optimization
November	12	Paid Search and Google Ads
	19	Email Marketing
	26	Display and Video Advertising
December	03	Social Media Marketing
	10	Analytics and Google Analytics
	17	Digital Marketing Strategy

Please note this is a provisional timetable and subject to change

Assessment: The Professional Diploma in Digital Marketing is assessed by one three hour exam, administered by the DMI computer-based testing partner, Pearson Vue.

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