



Business Training

LEVEL-UP LEARNING: DIGITAL MARKETING



Explore the challenges of interactive media, the online marketplace and the creative challenges of communication and retention strategies of customers through these medias, the main search engines and the future trends in digital marketing.

Modules

- 
- Learn fundamentals of digital marketing and its business implications.
 - An overview of social media and other digital media within the region.
 - Learn the basics of social media marketing and its implications for marketing activities.
 - Gain knowledge to strategise and manage viable digital marketing and social media campaigns.



SBL Khas Claimable