

Digital Marketing

Pre-Requirement

English Proficiency

Duration

6 to 12 months

Course Content:

1. Marketing in Digital Age
2. Digital Marketing - Practical component
3. Web Editing
4. Image Editing
5. Essentials of Social Media
6. Business Communication: Putting theory into Practice
7. Integrated marketing communication
8. Project Management: From Kick-off to Close-out
9. Research in Practice

Certification upon successful completion

ATG Certificate: Digital Marketing