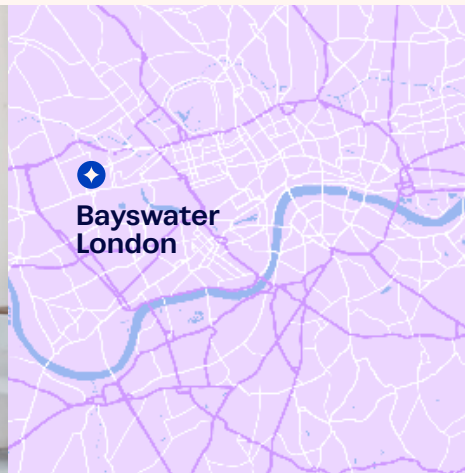


# Digital Marketing

London



**Become a leader in your industry by becoming a certified digital marketing professional.**

### The Course

Unlock the secrets of successful digital marketing with our 4-week Digital Marketing Certificate.

Gain invaluable skills in SEO, social media marketing, and content strategy to propel your career to new heights. Join us and transform into a digital marketing expert ready to conquer the online world.

### Who is it For?

This course is perfect for:

- › **Gap Year Students** interested in marketing as a career
- › **Influencers** looking to take their presence to the next level
- › **Traditional Marketers** looking to add to their skills
- › **Recent Graduates** eager to boost their digital skills for the job market
- › **Small Business Owners** looking to implement strong digital strategies
- › **Career Changers** interested in pivoting into digital marketing roles

### Key Facts

- 4 weeks, 60-hour course
- Classroom lecture format delivered by industry professionals
- Company visits and Guest lectures
- Group Project and Final presentation
- Upper Intermediate B2 English level
- Frequent dates throughout the year
- Aligns to EQF 4

### Course Features

This certificate is endorsed by the Digital Marketing Institute (DMI) and on completion, students receive credentials from both Bayswaters and the DMI

Up to date and relevant content taught by industry specialists

Workshops, company visits and guest lecturers from the digital industry

Enrolled students receive a 6-month premium membership to the DMI with access to industry webinars and articles

Progression: After completion of the CDMA, students may choose to progress to CDMP (Certified Digital Marketing Professional) by electing to do the exam through the DMI

### Course Syllabus

- Digital Marketing in the Era of AI
- Content Marketing
- Social Media Marketing
- Email Marketing
- Paid Search (PPC) and Display Advertising
- Search Engine Optimisation (SEO)
- Website Optimisation and eCommerce
- Google Analytics (GA4)
- Digital Marketing Strategy

Accredited by the British Accreditation Council as a Short Course Provider.



### 2024 start dates

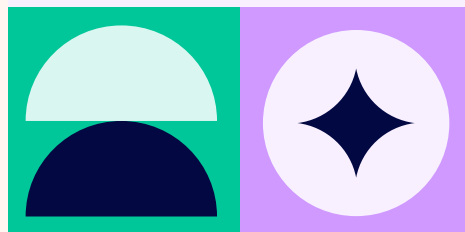
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|------------------|------------------|
| <b>8, 22 Jan</b> | <b>1, 15 Jul</b> |
| <b>5 Feb</b>     | <b>5, 19 Aug</b> |
| <b>4 Mar</b>     | <b>2 Sep</b>     |
| <b>1 Apr</b>     | <b>7 Oct</b>     |
| <b>7 May</b>     | <b>4 Nov</b>     |
| <b>3, 17 Jun</b> |                  |

*"I had lots of fun learning while being in a great environment. I learned so much and gained a large amount of hands-on tools for digital marketing"*

**Alexandra Nenadovic**  
JP Morgan, Chase & Co


















### Combine Your Course With

- English language lessons
- International Business Management
- Luxury Brand Management



Find out more at [bayswater.ac](https://bayswater.ac)

**LanguageCourse.net** Book at worldwide lowest price at: <https://www.languagecourse.net/school-bayswater-london.php3>

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|  +31 858880253    |  +7 4995000466     |  +46 844 68 36 76  |  +47 219 30 570  |  +45 898 83 996  |  +39 02-94751194   |  +48 223 988 072 |
|   |  +81 345 895 399   |  +55 213 958 08 76 |  +86 19816218990 |   |   |   |

## What Will You Learn?

Explore the impact of digital marketing, social media, and AI on business

Sharpen your professional skills and boost your personal and career effectiveness

Apply agile thinking, and problem-solving skills and learn how to enhance your creativity and strategic thinking skills

Master the art of social media and content marketing

Learn how to transform your brand into a household name

Integrate digital channels

Explore how SEO, PPC, and Display advertising boosts demand

Apply the power of data and metrics with web analytics to enhance your marketing

Better understand the customer's journey, uncover insights, and make data-driven decisions to elevate your campaigns

Discover the art of crafting tailored marketing tactics and strategies that propel businesses toward their goals

## Benefits

The Bayswater Digital Market Certificate, along with the CDMA accreditation, includes 6-months FREE Power Membership to the Digital Marketing institute

Students can take advantage of:

**Premium Content:** Access to articles, toolkits, templates, case studies, podcasts & much more to stay up to date with the latest in Digital Marketing

**Free Courses:** Access to free exclusive courses including CX essentials, graphic design essentials, analytics and more

**Community:** Interact and connect with their global member community through a lively forum

**Continuous Professional Development (CPD):** Once certified, use the membership resources to earn and record your CPD points that keep your certification up to date

**Webinars:** Meet & learn from the top industry leaders



## Sample Digital Marketing Timetable 2024

	Monday	Tuesday	Wednesday	Thursday	Friday
Topic	Digital Marketing in the Era of AI (3 hrs)	Social Media Marketing (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Digital Marketing Strategy (3 hrs)
Time	13.30-16.50				
Topic	Visit	Content Marketing (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Email Marketing (3 hrs)
Time	13.30-16.50				
Topic	Professional Skills for Digital Marketers (3 hrs)	Paid Search (PPC) and Display Advertising (3 hrs)	Group Project (3 hrs)	Tutor-led group project (1.5 hrs)	Guest
Time	13.30-16.50				
Topic	SEO (Search Engine Optimization) (3 hrs)	Analytics with Google Analytics 4 (GA4) (3 hrs)	Website Optimization and Ecommerce (3 hrs)	Group Project (3 hrs)	Final Presentation
Time	13.30-16.50				



bayswater.ac

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bookings@bayswater.ac

Call us  
+44 (0)20 7221 7259

Visit us  
167 Queensway, London W2 4SB

### Agent Enquiries

Our Agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an Agent in your area.

For agent sales enquiries please contact us at  
sales@bayswater.ac



**LanguageCourse<sup>net</sup>** Book at worldwide lowest price at:  
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