



Course overview

Ages	16+	English level:	Upper Intermediate B2	End of course certificate:	
Duration:	4 weeks	Academic info:	15 hours per week		

Course description

Unlock the Power of Digital Marketing. Join our comprehensive 4-week course to learn essential digital marketing skills and give a boost to your career or business while also enhancing your English language skills.

Week 1: Introduction to Digital Marketing - Explore the dynamic world of digital marketing and learn about digital marketing.

Week 2: Search Engine Optimisation (SEO) - Discover the science of SEO. Increase your knowledge of keyword research, optimise on-page and off-page factors.

Week 3: Pay-per-click Advertising (PPC) – This week will explore paid advertising. Discover how to create and manage Google Ads campaigns, use keywords effectively, and learn how to maximize your marketing investments.

Week 4: Social Media Marketing and Content Strategy - Improve your social media game and craft compelling content. Develop a strategic approach to social media and measure the results of your efforts.

This course blends input with real-world case studies, collaborative teamwork, and individual assignments to equip you with the professional marketing skills you need. Complete your journey with a practical final project, where you'll create a digital marketing plan for a small business or personal brand.



Sample Timetable

Week one example timetable:

	Monday	Tuesday	Wednesday	Thursday	Friday
Session 1	Introduction to key digital marketing concepts. Look at the difference between inbound and outbound marketing and strategies. Introduction to digital media.	Smart objectives and audience research. Audience listening tools and competitive research. An introduction to industry trend research.	The difference between content marketing and content intent. An introduction to content marketing strategy.	Social listening and competitor content analysis. How to get ideas for content topics. An introduction to creative briefs. Brand personality and storytelling.	Strategic content distribution and YouTube video management. Introduction to content scheduling and promotion. Community management.
Session 2	The difference between traditional and digital marketing. What is AI in digital marketing? Investigating different digital channels.	Look at the traditional funnel and the buyer's journey. How to align the buyer's journey with marketing channels. Integrating offline and digital marketing.	Introduction to content goals and buying personas.	Content creation, types and curation. Content writing, copywriting, personalisation and repurposing. Introduction to and getting started with ChatGPT. How to use content calendars.	Content marketing KPI measurements. Content marketing campaign metrics. How to analyse content performance.

Locations & Dates

EP Location	Starting Dates:
London	15 Jun 2026, 21 Sep 2026, 04 Jan 2027, 06 Sep 2027
Toronto	20 Jul 2026

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What you'll learn

- By the end of this course, you will be more equipped to...**
- explain the importance of digital marketing in today's world and provide a comprehensive overview of its core components.
 - understand and differentiate between key elements of the digital marketing mix, such as SEO, SEM, social media, and email marketing.
 - demonstrate the ability to critically analyse successful digital marketing campaigns and derive key takeaways for future applications.
 - understand how search engines function, the significance of SEO, and should be able to conduct keyword research and selection for websites.
 - implement on-page optimisation techniques, including title tags, meta descriptions, and heading tags, to improve a website's search engine ranking.
 - use off-page SEO strategies, encompassing link building, social media utilisation, and local SEO for enhancing website visibility.
 - to create and manage effective Google Ads campaigns. They will understand keyword selection for PPC and be able to measure and optimise campaign performance.