Certificate in Digital Marketing

Module 1: Introduction to Digital Marketing   +

Module 2: Content Marketing   +

Module 3: SEO   +

Module 4: Paid Advertising (PPC) and SEO   +

Module 5: Email Marketing   +

Module 6: Social Media Marketing   +

Module 7: Marketing Automation   +

Module 8: Digital Marketing Analytics   +

Module 9: Conversion rate Optimization   +

Module 10: Emerging Trends in Digital Marketing including AI&ML   +