

# Digital Marketing

University of Westminster - London



**Our Digital Marketing Programme is perfect for young people keen to get into digital marketing today, in order to make an impact tomorrow.**

### Key Facts:

A professional programme delivered by expert guests and industry experienced professionals.

15 Academic hours per week of sessions, workshops, and expert guest lectures

Business relevant content, practical workshops, project work and presentations

Exciting activities, such as conducting a competitor analysis, building a persona, carrying out a rebrand, pitching a new brand

Full afternoon, evening and weekend activity and social programme

London company visit

University tour

### This course is for

Young people thinking of a career in Business Management, Marketing or Sales,

Young people interested in starting and growing their own business

Students who would like to learn fundamental marketing skills

Young people that are considering going to university in the UK

Students with a good understanding of English who want to apply their skills in a new field.

### About the course:

Build an integrated marketing strategy

Build a new brand

Plan and execute content

Use different social media channels to best effect

Search engine optimization

Devise, implement and measure digital campaigns that engage and convert

Drive customer engagement via social media

Understand customer behaviour and the implications for roles and business.

Recognize the opportunity to achieve business goals by adopting a digital mindset



**9 Jul – 23 Jul  
2023  
Dates**



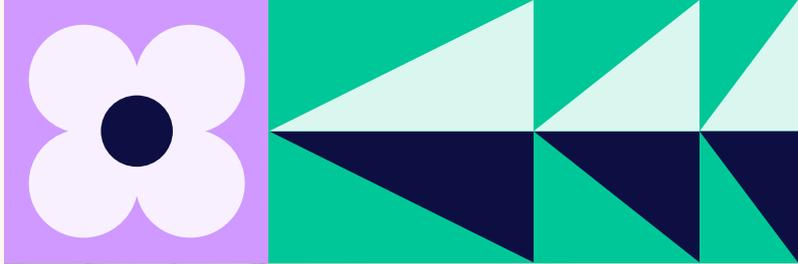
Find out more at [bayswater.ac](https://bayswater.ac)

# Taste British University life!

Digital Marketing is one of the fastest paced industries in the world. Our exciting program explores how digital is applied within business, which digital channels to use for best effect and what future changes to expect.

Students will learn best practice digital theory and techniques through dynamic lectures, business relevant workshops and sessions, all delivered by practising digital experts and industry experienced teachers. Relevant industry case studies and examples are referenced throughout.

By the end of this course students will be equipped with an understanding of digital, its meaning, uses, tools and technologies. They will know how to be more employable in the future and will have empowered themselves with skills, confidence and industry know-how.



## Sample programme

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
7:30	Breakfast							
9:00	Arrivals/Onsite Activities	Introduction to Digital Marketing	Strategy	Social Media Marketing	Content Marketing	Growth Hacking	Greenwich, Canary Wharf and Docklands (packed lunch included)	
10:30		Break						
11:00	Group Project	Group Project	Social Media Audit	Content Calendar	Growth Hacking			
12:00	Lunch							
14:00	Arrivals/Onsite Activities	Madame Tussauds	Onsite activities	Company Visit	Onsite activities	London Eye		
17:00	Dinner							
19:30	Quiz and Games	Robot Wars	London by night	Outdoor Sports	Lip Sync Battles	Murder Mystery Night	Disco	
Week 2	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
7:30	Breakfast							
9:00	Optional/Time in London	Influencing	SEO & Website Optimisation	Building a new brand	Video and Display	Google PPC and Analytics	Cambridge including Kings College (packed lunch included)	
10:30		Break						
11:00		Influencer activity	Website Audi	Improvement strategy	Create a storyboard	Present the Rebrand		
12:00								
14:00	Westminster Tour	Time in London	Admissions talk	University Campus	British Museum			
17:00	Dinner							
19:30	Speed Friending	Scavenger Hunt	Outdoor Sports	Trash Fashion	Egg drop challenge	Karaoke & Talent Show	Movie Night	



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### 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

