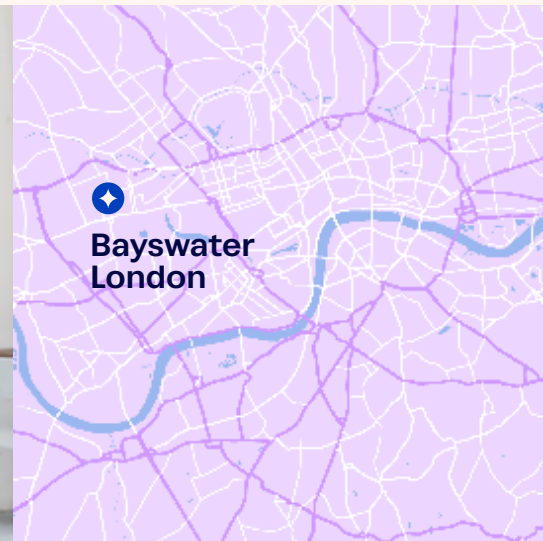


Digital Marketing

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 Bayswater 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

8, 22 Jan	1, 15 Jul
5 Feb	5, 19 Aug
4 Mar	2 Sep
1 Apr	7 Oct
7 May	4 Nov
3, 17 Jun	

"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"

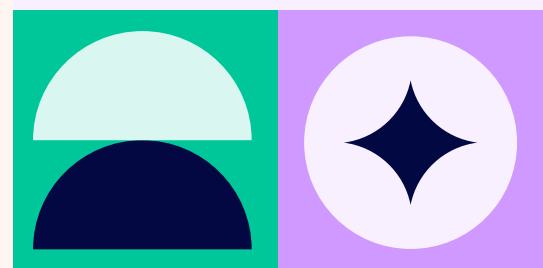
Alexandra Nenadovic
JP Morgan, Chase & Co

Combine Your Course With

English language lessons

International Business Management

Luxury Brand Management



Find out more at bayswater.ac

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				



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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

