


COURSE INFORMATION SHEET

DATE OF ISSUE: 26th May 2023



MALTA UNIVERSITY CONSULTING

AWARD IN DIGITAL MARKETING STRATEGY – PLANNING & IMPLEMENTATION

Days/Dates	November: Wednesday 22; Wednesday 29; December: Wednesday 6; January 2024: Wednesday 10	
Time	09:00 – 13:00	
Number of Hours	Total contact Hrs: 16 (f2f); Self Study Hrs: 55; Assessment Hrs: 4	
On-site or Online	Campus Hub, University of Malta, Msida	
Fee	€270/€245 students	
Deadline	15 th November 2023	
Accreditation	This course has been approved by the Malta Further and Higher Education Authority (MFHEA) as equivalent to MQF Level 5 (3 ECTS) – License No: 2013-FHI-019; Further & Higher Education Institution	
	<p>Get up to 70% of your Course Fees back: This course has been approved by Malta Enterprise under the Get Qualified Scheme Employers: Speak to us about claiming from the Jobsplus Investing in Skills Scheme</p>	
Aims/ Objectives	By the end of the course, you will be able to design and implement a basic digital marketing strategy for a business or NGO. You will gain practical insight on how to define and reach a target market by harnessing the power of digital marketing to create impact. You will also be able to identify areas in an organisation where digital marketing can help the organisation grow and become familiar with the key digital marketing channels including the organisation’s online presence, social media, email marketing and digital advertising. Students will also be able to assess the current state of the organisation’s digital presence and select and use appropriate online digital marketing tools. At the end of the course, attendees will be expected to individually design and submit a digital marketing campaign plan for an assigned case study.	
Who should attend	<ul style="list-style-type: none"> - Individuals who would like to learn practical insights and hands on practice in Digital Marketing - Individuals who have experience in a different field but want to broaden their knowledge by adding digital marketing to their skill set - Individuals who would like to improve their companies or the company they work for by adopting a strategic approach to their digital marketing effort <p>There are no formal entry requirements. Participants are expected to:</p> <ul style="list-style-type: none"> - be people working in supervisory/junior/middle management roles. - have basic computer literacy skills & basic understanding of social media. - have a knowledge of the English language that enables the learner to follow an MQF Level 5 course since the course will be conducted in English 	
Course content	<ul style="list-style-type: none"> - New Trends in Digital Marketing to Create Impact - The Website in an Integrated Online Presence - Content Marketing - Search Engine Optimization 	<ul style="list-style-type: none"> - E-mail Marketing and Creating Content - Social Media Tactics - Online Advertising - Developing an Integrated Strategic Plan
Course Outcomes	<ul style="list-style-type: none"> - Define terminology related to digital marketing - Illustrate the state of a business online presence-identify business objectives and set goals - Construct a digital marketing strategy - Identify tools to implement a digital marketing strategy on the subject 	<ul style="list-style-type: none"> - Explain the value of leading digital marketing channels - Be responsible for the effective and efficient administration of digital advertising content and email - campaign within established timeframes

For further information kindly contact Malta University Consulting Ltd, Campus Hub, Block ‘O’ Level 7, University of Malta, Msida.

Tel: 21240746; Website: www.maltaconsulting.mt

For online registration and payment click [here](#) OR to download the registration form click [here](#) and please email to: trainingservices@muhc.com.mt

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Trainer/s Bio	Dr Franco Curmi Ph.D (Lancs), M.Res. (Lancs), M.A. (Melit) Dr Franco Curmi holds a Ph.D. on the Digital Economy from Lancaster University through the support of the UK Research Council, the Lancaster University Management School and the Lancaster University School of Computing and Communications. Prior to this, he held managing positions in technology-based companies where he provided services for clients including. Sony, Reuters and Philips among others. Dr Curmi is an academic at the University of Malta and an industry consultant. His current interdisciplinary research cuts across marketing, design and computer science. Dr Curmi has a Master in Creativity and Innovation from the University of Malta and Master in Digital Innovation from Lancaster University.
Certification	Upon successfully completing the course with 80% attendance, attendees will receive an MFHEA Accredited Certificate from Malta University Consulting Ltd.

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Course Programme

Wed 22nd November 09:00 – 13:00	New trends in Digital Marketing to create impact The customer and the online experience What's new? Success cases Definition and terms Type of digital marketing objectives The Website in an Integrated Online Presence History: where are we and how did we get here? Right vs wrong design Main design requirements, functionality, fashion and trends Identifying key requirements Planning, outsourcing or deploying techniques
Wed 29th November 09:00 – 13:00	Content Marketing Why content marketing has high value Content type Audience mapping Ideation Distribution Search Engine Optimisation What is search engine marketing Improving website visibility in Google results (SEO) Using data for marketing insights Essential tools
Wed 6th December 09:00 – 13:00	E-Mail Marketing and Creating Content What is email marketing? Building email lists and CRM Legal considerations Leading email marketing tools Creating effective email content Social Media Tactics The value of social media on marketing efforts How social media works: message diffusion and propagation Selecting social media platforms Online PR and viral marketing Content for social Tools for measuring the impact of social media campaigns
Wed 10th January 09:00 – 13:00	Online Advertising Creating effective ads Advantages and disadvantages of online ads and ads type Identifying and creating audiences Generating leads from ads Testing and optimization Developing an Integrated Strategic Plan Developing a plan Personas Integrating the marketing investment

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