

# Certificate in Digital Marketing

MQF Level 5 | 30 ECTS





ACADEMY



## ABOUT US

Founded in 2005 as IDEA Leadership and Management Institute, IDEA Academy has since evolved into one of Malta's leading higher education institutions accredited by the Malta Further and Higher Education Authority. We offer a selection of bespoke, accredited programmes in a wide variety of fields, from certificate level right up to master's level.

Our mission is to provide quality, industry-driven education to adult students who are already seasoned practitioners and professionals. In doing so, we adopt a student-centric, blended approach to learning with minimal disruption to one's personal and professional life.



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# Certificate in Digital Marketing

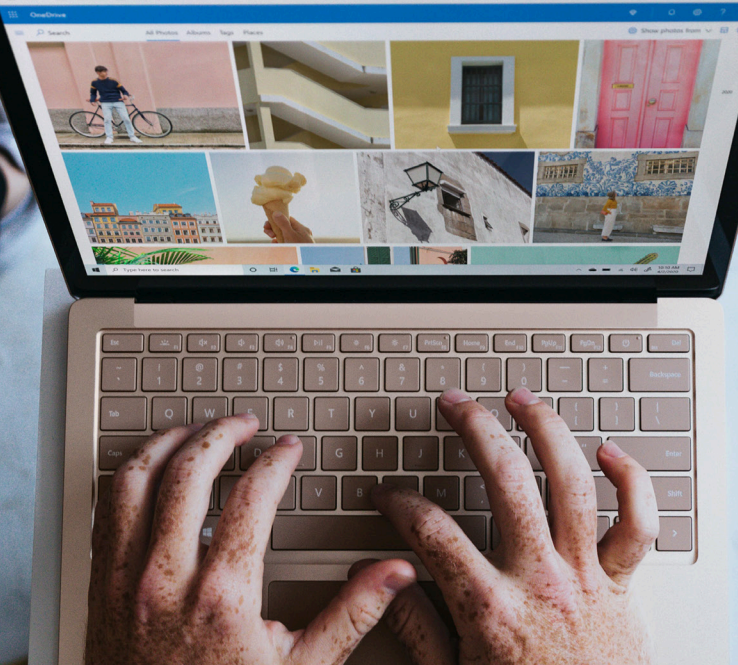
MQF Level 5 | 30 ECTS

## COURSE DESCRIPTION

This programme is designed to take your marketing knowledge to the next level and help you become a leader in data-driven digital marketing.

It will take you through planning and marketing strategies, as well as consumer buyer behaviour. You will explore multiple digital tools, platforms and channels used to engage customers, and to achieve and maintain a competitive advantage.

The programme will also examine social media as well as marketing analytics and data science, which is crucial for understanding and responding to customers, measuring marketing performance, and aiding in decision-making. You will also learn to develop and implement a Search Engine Optimisation (SEO) plan, drawing extensively from Google, trade literature and the broader SEO expert community to provide you with real-world examples and case studies.



## TARGET AUDIENCE

This course is targeted at:

- candidates who understand and possibly work in a marketing environment who would like to bridge the gap with the digital world;
- candidates who understand the digital world, and who now need to understand how digital marketing is transforming the way companies present themselves and why this is important for effective business operations.

## CAREER PATHS

This programme is suitable for:

- general operations executives who would like to branch out into a career in marketing;
- marketing executives who would like to advance their careers through an increased level of specialisation.

## ENTRY REQUIREMENTS

Candidates who apply for this course must be in possession of the following:

- a qualification at MQF Level 4 in subjects related to Marketing, Mathematics, Science or Computing (minimum two 'A' Levels or equivalent);

AND

- a pass in English at MQF Level 3 ('O' Level or equivalent).

## STRUCTURE & ASSESSMENT

This is a part-time programme and will typically take 10 months to complete. The programme comprises a total of 5 modules. The method of assessment is assignment-based.

**The course comprises:**

- 6 lectures per module;
- 3-hour lectures (evening);
- 12 hours of online content per module, comprising asynchronous online discussions, tutorials and/or videos.





## COST

Reading for the entire Certificate in Digital Marketing as presented in this brochure costs €2,000.\*

Upon successful completion of this course, students will be eligible for a 70% refund of the cost through the 'Get Qualified' scheme.\*\*

Due to the modular structure of the course, you may also opt to take individual modules as stand-alone. The entry requirements still apply.\*\*\*

\* Prices are applicable to students who already reside in Malta at the time of the application.

\*\* Terms and Conditions apply.

\*\*\* For the price of individual modules, please contact the IDEA Academy team.

## PROGRAMME OUTLINE

MODULE/UNIT TITLE	COMPULSORY OR ELECTIVE	ECTS
1. Principles of Marketing	Compulsory	6 ECTS
2. Digital Marketing	Compulsory	6 ECTS
3. Marketing Analytics and Data Science	Compulsory	6 ECTS
4. Social Media Practice	Compulsory	6 ECTS
5. Optimising your Digital Presence	Compulsory	6 ECTS

You are required to complete all 5 compulsory modules to successfully obtain this certificate.

**Total credits: 30**



[www.ideaeducation.com.mt](http://www.ideaeducation.com.mt)

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