



DIPLOMA OF DIGITAL MARKETING SPECIALIST

The Diploma in Digital Marketing introduces students to the most pertinent and transformative aspects of digital marketing, providing them with knowledge of the fundamental theories, concepts and methods of digital marketing. The Diploma in Digital Marketing supplies students with a well-defined set of practical skills to use digital media tools to plan and manage a digital marketing campaign. Students completing the Diploma in Digital Marketing will have amplified knowledge of digital marketing that can be exhibited and implemented in the workplace.

Program	Diploma of Digital Marketing Specialist	
Credit Hours	72 Credits	
Duration	Academic Year (9 Months)	
SUBJECT	CREDIT HOURS	CODE
English Language 101	3	EN101
English Language 102	3	EN102
Principles of Business Administration	6	BA71
Organizational Behavior	6	BA72
Principles of Financial Accounting	3	AF81
Principle of Marketing	6	DM131
Adobe Photoshop and Projects	6	HR221
Sales Management: Strategies & Resources	3	DM134
Pricing Management	3	DM135
E-Commerce	6	DM136
Introduction to Digital Marketing	3	DM137
Digital Marketing	6	DM138
Graduation Project	18	AF88



Cambridge
Technical College

Introduction

Answer the questions for knowledge check

Graphics & Creatives Designing

Knowledge check

Graphics Assignment

Search Engine Optimization & Local SEO

Search Engine Optimization Part 2

On page Optimization

On page and Off Page strategy

AI SEO

AI SEO Part II

Advance Search Query Strategy Off Page seo

What are on page elements ?

Google Search Console

Google search Console 2

Google Analytic

Microsoft Clarity Analytic Tool :Heatmap
analysis

GSC & Analytic knowledge check

GSC & Google Analytic

Social Media Intro and optimization

Social Media Finding Targeted Audience &
Buyer Persona

Creating Fan pages and Communities



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Social Media advertisement

New Updated features by Meta

Getting started with Ads

LinkedIn Ads

Google Ads

Ads Restriction

Automation & Strategies

Off Page Strategy

Google Ads Ai

Google Ads Negative keyword updates

Google Ads and Merchant centre intreration

Youtube AI Video Gen

Google Ads QR code intregation

Social Media & Automation knowledge check

SEO Assignment

Assignment

Conversion Rate Optimization

CRO Assighment

Paid Marketing

Bonus Lecture

NEW SEO Update