

Program: International Diploma in Digital Marketing

List of Modules:

Module No.	Module Name
M1	INTRODUCTION TO DIGITAL MARKETING
M2	DIGITAL CONTENT CREATION
M3	SOCIAL MEDIA MARKETING
M4	SOCIAL MEDIA PAID ADS MANAGEMENT
M5	SEARCH ENGINE OPTIMIZATION (SEO)
M6	SEARCH ENGINE MARKETING (SEM)
M7	YOUTUBE ADVERTISING
M8	WEBSITE OPTIMIZATION
M9	PRINCIPLE ETHICS IN DIGITAL MARKETING
M10	DIGITAL MARKETING TRENDS AND TOOLS

Programme endorse confirmation number: MJA230906 [Check here](#)

There are 10 modules to be completed in 6 months. All modules are develop and approved by OTHM Qualifications under European Qualification Frameworks (EQF). This program are OTHM Endorsed Learning Program (ELP) with Level 5 certification.