



**AIU | INSTITUTE FOR
PRIVATE TRAINING**

معهد الجامعة الأمريكية الدولية للتدريب الأهلي



04 Master Digital Marketing Certificate



Duration:

100 hours



Program Description:

The Digital Marketing Certificate Program is a comprehensive course that encompasses all aspects of digital marketing, from principles and practices to tools, techniques, and emerging technologies. Over the span of 100 hours, students will gain in-depth knowledge in various aspects of digital marketing, including web marketing, SEO, paid advertising, content marketing, social media marketing, email marketing, mobile marketing, affiliate and influencer marketing, digital marketing analytics, and strategy formulation. The course also covers emerging technologies like AI, chatbots, and VR/AR in marketing. The program concludes with students developing their own digital marketing plan, putting theory into practice.

Successful completion of all the below modules is necessary to earn the master digital marketing certificate credential.

0401 Digital Marketing Foundations Badge

- Duration: 16 hours

0402 SEO Specialist Badge

- Duration: 10 hours

0403 Paid Advertising Badge

- Duration: 10 hours

0404 Content Marketing Badge

- Duration: 10 hours

0405 Social Media Marketing Badge

- Duration: 10 hours

0406 Email Marketing Badge

- Duration: 8 hours

0407 Mobile Marketing Badge

- Duration: 8 hours

0408 Affiliate & Influencer Marketing Badge

- Duration: 8 hours

0409 Marketing Analytics Badge

- Duration: 8 hours

0410 Digital Strategy Badge

- Duration: 8 hours

0411 Emerging Technologies in Marketing Badge

- Duration: 4 hours