



Professional Diploma in Digital Marketing



DIGITAL MARKETING



Digital marketing is the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium.

DIGITAL MARKETING METHODS

- i. Search Engine Optimization (SEO)
- ii. Content Marketing
- iii. Social Media Marketing
- iv. e-Commerce Marketing
- v. Video Advertising
- etc



IMPORTANCE OF DIGITAL MARKETING

- Reaches People Where They Spend Their Time & Money
- Levels the Playing Field for Small Business
- More Targeted
- Can Be Hyper-Personalized
- More Advanced Analytics
- Easy to Scale & Adapt
- Best ROI (Return of Investment)
- Aligns with How People Today Shop
- How People Prefer that Businesses Reach Them
- Integrates Marketing with Mobile Technology



OBJECTIVE

- Learn how to sell online to acquire more prospects, reduce lead times and drive revenue
- Apply must-have, broad skills now and keep ahead of the competition.
- Transform business performance and progress individual.
- Boost brand awareness, develop and implement a robust social media strategy.
- Establish individual as an advanced digital strategist and manage a digital marketing strategy for the organization
- Enhance employment marketability among graduates.



METHODOLOGY

Interactive presentation with case studies, simulations and reflection exercises, illustrative and working examples, discussions.



WHO SHOULD ATTEND



Business owner



Marketing professional
looking to upskill



A complete beginner
(aim as Digital Marketer)

COURSE OUTLINE

- Professional Video Production
- Video Live Stream and Planning
- Studio Set Up
- Persuasion
- On-Camera Presentation 1
- On-Camera Presentation 2
- Copywriting
- Facebook Business
- Website and Landing Page

DURATION

12 months (3 semester)

LEVEL

Foundation, Intermediate, Professional

NO. OF MODULES TO COMPLETE

12 modules

CLASSES

The classes are conducted during the weekend

EMPLOYMENT PAIRING PROGRAMME (Graduate Programme)

• *Pairing graduates and work*

The project is aimed at solving the mismatch between graduates from local institutions of higher learning and multinational corporations in Johor Bahru and elsewhere.

CERTIFICATE

The School of Professional and Continuing Education,
Universiti Teknologi Malaysia

HRDF

Claimable under SBL scheme

Contact Us

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Terms and Conditions

PROGRAMME FEE

- Fee is payable to New Asia Academy Sdn Bhd
- Individual Registration: Full payment shall be made at the point of online registration.
- Corporate Registration: Full payment shall be made within thirty (30) days from the date of the Proforma Invoice or on the day of the event, whichever earlier.
- Admittance may be denied upon failure to make full payment as per the above requirement.

CANCELLATION

Should the participant decide to cancel his/her enrolment, a cancellation policy shall be applied as follows:

- a. Written cancellation received less than seven (7) days from the date of the programme:
 - A refund (less administrative charge of 20%) will be made.
 - Unpaid registrations will also be liable for 20% administrative charges.
- b. Written cancellation/no show on the day of the programme:
 - No refund will be entertained.
 - Unpaid registrations will also be liable for full payment of registration fee.

Substitutes for cancellation will be treated as a new registration and full payment shall be made as per the above requirement.

DATA PROTECTION

Personal Data is gathered in accordance with the Personal Data Protection Act 2010 (Act 709).

DISCLAIMER

Seada Prosper Sdn Bhd (SP) reserves the right to change the speaker(s), date(s) and to cancel the programme should circumstances beyond its control arise. SP shall not be responsible for any costs, damages or losses incurred by the participant due to the changes and/or cancellation. SP also reserves the right to make alternative arrangements without prior notice should it be necessary to do so. Upon registering, you are deemed to have read and accepted the terms and conditions herein.

