

# Online Marketing

Become an Online Marketing professional: learn how to speak to the right person, at the right time, at the right place, and increase the online reach of a business.



BERLIN • DÜSSELDORF • HAMBURG • ONLINE

Apply Now

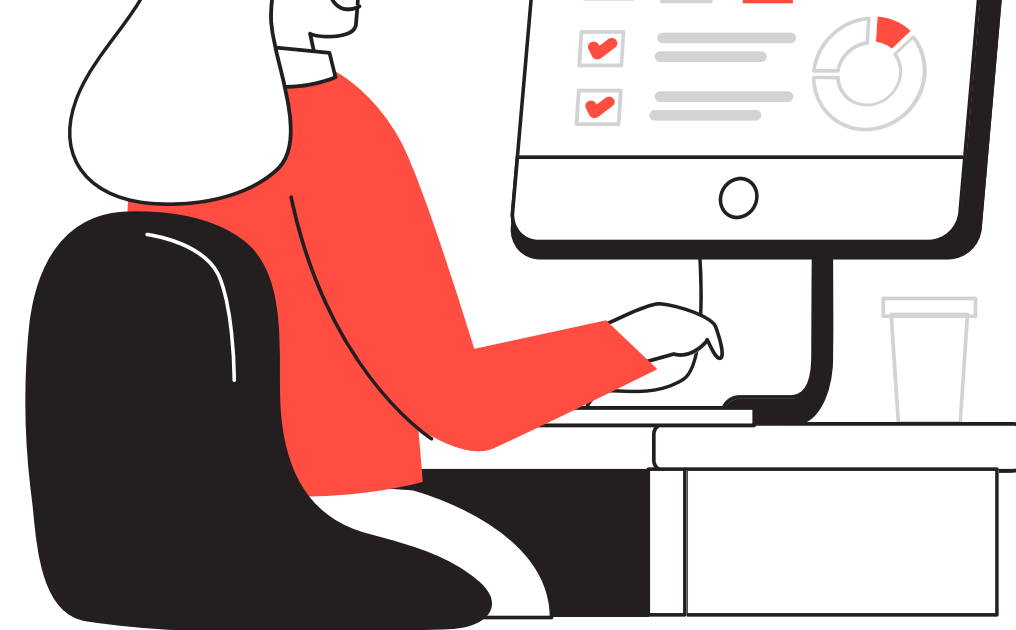


13 Month + 2 Month Optional Internship

## OVERVIEW

### What is it all about?

What is the point of having a website if nobody knows about it? As an Online Marketing Manager, your job is to understand who needs your product or service, and to find a way to reach this audience.



## CURRICULUM

### What will I learn?

We have designed a project-based curriculum, tailored to people of all categories. After the course, our students will be ready for Junior Online Marketing positions.



#### Introduction to Marketing

Learn the fundamentals of Marketing and Online Marketing: what is the Customer journey, what is an Audience, what is a Persona, how to analyse a market.

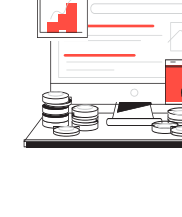
01



#### SEO and Analytics

Learn how to increase the visibility of a website on search engines and how to closely monitor your traffic and performance, with tools such as Google Analytics or Ahrefs.

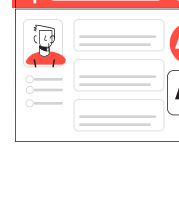
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#### SEA & Display Marketing

Learn how to advertise your website on search engines and other websites with Google Ads.

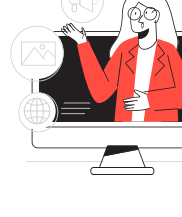
03



#### Social Media Marketing

Understand how to build a social media strategy, create content for various channels, and set up ads.

04



#### Email Marketing

Learn how to get more subscribers, how to design a newsletter, and how to increase your conversion rate with emails.

05



#### Press Relations

Understand how to communicate about your brand and write a press release

06

### Want to know more?

Download the Online Marketing Course Overview.

Download

## COURSE DETAILS

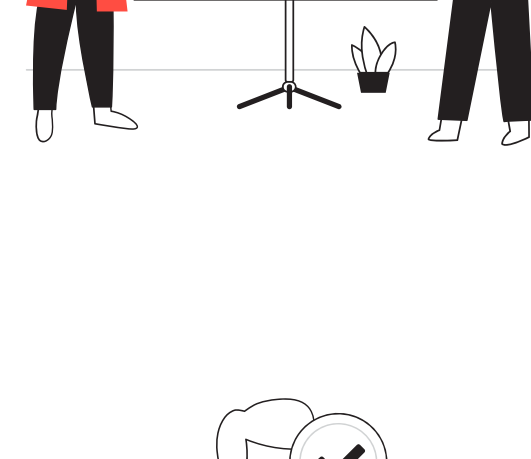
### What more do we offer?

We offer much more than just teaching, such as:



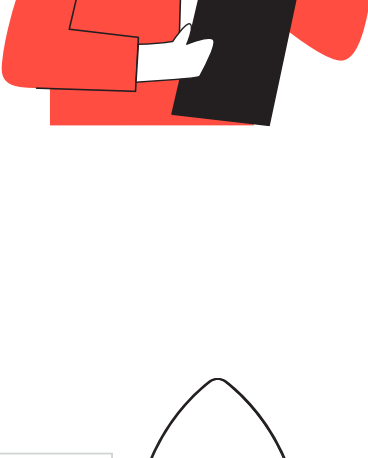
#### Career Services & Success

Beyond building the hard skills in class, you need to get involved in the local tech scene and market yourself. We're here to help you succeed with career development support and opportunities to get into the community.



#### Career Workshops

We will help you better your online presence and also in preparing an industry-specific resume to creating an online presence, you'll pick up the skills to stand out.



#### Educational Counseling & Coaching

Feeling demotivated, hit a roadblock on don't know whether to continue? Our Counselors and team of experts are always there to help you overcome obstacles.



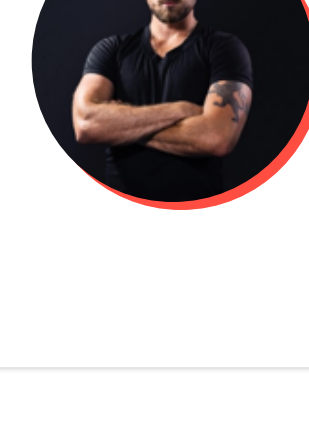
#### Real Life Projects

What will make you stand out as a Junior Online Marketer is not theory, but experience. That is why you will work in teams as consultants for real companies throughout the year.

“If I have an idea in mind, for example for a website or an app, I can just make it happen. DCI gave me the freedom to translate my ideas into something real.”

Rami

Front-End Developer at AfA/tutor



### Our next Course Start

#### Berlin

Next course starts: **September 21, 2020**

#### Düsseldorf

Next course starts: **January 4, 2021**

#### Hamburg

Next course starts: **January 18, 2021**

#### Leipzig

Next course starts: **January 4, 2021**

## FURTHER DETAILS & REQUIREMENTS

### About this Course.

Teaching Mode: **On Campus & Online**

Language: **English**

Duration: **13 Month + 2 Month Optional Internship**

Availability: **Berlin, Düsseldorf, Hamburg & Online**

### What do we require of you?

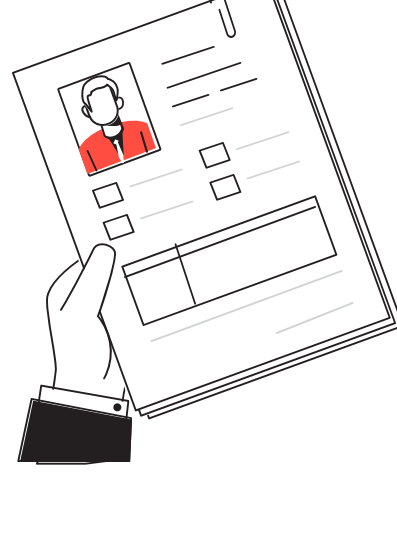
Language: **English - minimum B2 Level**

Computer Knowledge: **Beginner**

## APPLICATION

### How to apply

01



Individual Appointment  
with DCI



02



Appointment with AfA/  
JobCenter



03



Start your Class

### What are you waiting for?

Join the tech disruption at DCI and launch your career in tech.

Apply Now

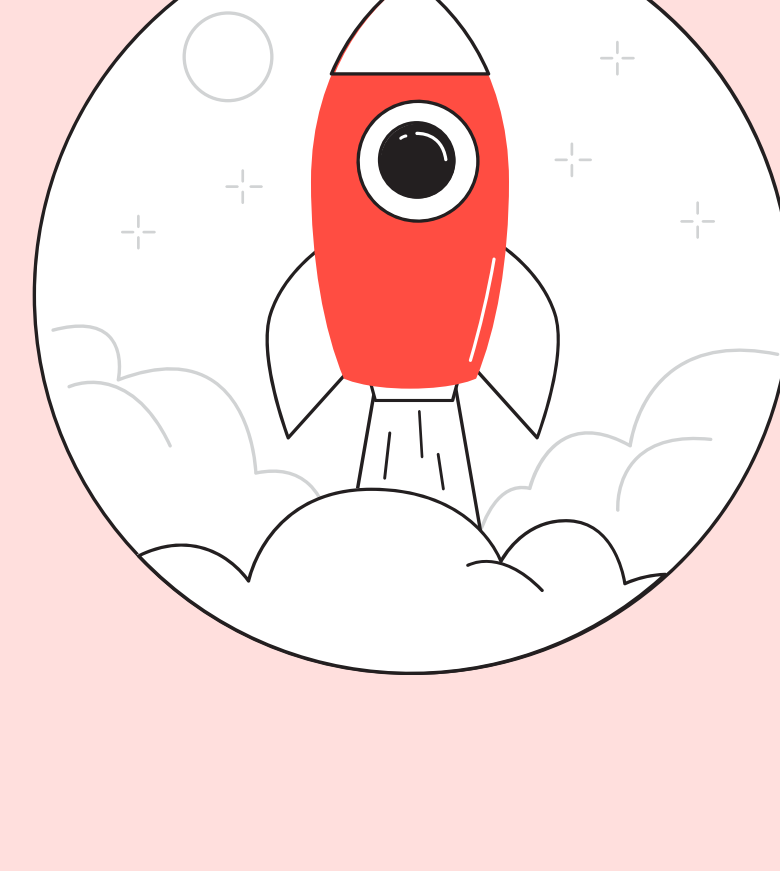
### Have questions?

Our education counselors are always there to advice you.

Contact Us

### Download Course Overview

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Get the latest news on events, project presentations and more!

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