

DIGITAL MARKETING & AI CERTIFICATION COURSE

Introduction

The **Digital Marketing & AI Certification Course** is designed to equip learners with practical digital skills that are essential in today's fast-changing world. Through our **scholarship program**, students will access high-quality training that integrates digital marketing strategies with the power of Artificial Intelligence. This ensures participants are prepared to succeed in the digital economy.

Who Is This Course For?

This course is tailored for individuals who want to enhance their digital skills and grow professionally, including:

1. **Entrepreneurs and Business Owners** – seeking to expand their businesses online and increase sales.
2. **University and College Students** – preparing for high-demand careers in digital marketing.
3. **Form Four & High School Graduates** – looking to build a career foundation in the digital space.
4. **Marketing Professionals** – aiming to sharpen their skills and stay ahead of industry trends.
5. **Job Seekers** – wishing to gain practical skills that increase employability.
6. **Freelancers & Content Creators** – who want to monetize their digital presence.

Course Overview

- **Mode of Learning:** Physical Classes / Part-Time Online Classes
- **Course Duration:** 4 Weeks

This flexible program ensures learners gain hands-on experience while balancing other commitments.

Course Outline

1. Introduction to Digital Marketing & AI Certification

Learners will understand the foundations of digital marketing and discover how Artificial Intelligence is revolutionizing the field. By the end of this module, students will recognize the role of AI in driving effective marketing strategies.

2. Content Marketing / Copywriting

Students will learn to create compelling and persuasive content tailored for digital platforms. This module emphasizes copywriting skills that attract, engage, and convert audiences.

3. Paid Advertisement (META)

This module covers how to plan, set up, and optimize paid ad campaigns on Facebook and Instagram. Learners will explore audience targeting, budgeting, and performance tracking for maximum return on investment.

4. Social Media Management

Students will gain skills to effectively manage and grow brand presence on social platforms. Topics include creating content calendars, community engagement, analyzing insights, and building strong digital communities.

Scholarship & Fees

This scholarship program is **fully sponsored by our development partners** (tuition fees covered). However, to facilitate academic requirements, the following statutory apply:

- **Registration** – Ksh 1,000
- **Practical Experience** – Ksh 3,000
- **Assessment** – Ksh 2,000
- **Certification & Placement** – Ksh 1,500

Total: Ksh 7,500

Payment Details

- **Paybill Number:** 111999
- **Account Number:** 223669
- **Account Name:** MEDIACREST TRAINING COLLEGE

Thank you for choosing **Mediacrest Training College**. We are committed to equipping you with skills that will set you apart in the digital marketplace and unlock new career and business opportunities.