



LONDON SCHOOL of
DIGITAL
MARKETING

Introduction to Digital Marketing

3 HOURS • CLASSROOM • NO PRE-REQS



Industry Approved

SYLLABUS ADVISORY COUNCIL MEMBERS INCLUDE:



Module 1

Introduction to Digital Marketing

The Introduction to Digital Marketing module enables you to harness the power of Digital Marketing as a core driver of the marketing strategy for your organisation. You will understand the foundation principles of Digital Marketing, and be able to distinguish

how it differs from traditional marketing.

This module will also introduce you to the iterative framework that outlines the foundation of Digital Marketing and the visual scheme that provides the basis for implementation of the different channels.

Topics covered include:

- Key Concepts of Digital Marketing
- Traditional v. Digital Marketing
- The Opportunity of Digital Marketing
- Characteristics of Digital Marketing
- Implications of Digital Marketing
- Market Research v. Market Reality



Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.



The course made the whole digital realm seem less complicated and actually very easy to navigate given the right tools.

Conor O'Sullivan

Certification

The Digital Marketing Institute is the global certification body for Digital Marketing education. Our syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 8 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 8 corresponds to level 5 on the European Qualifications Framework (EQF).



Syllabus Advisory Council

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The Syllabus Advisory Council includes experts from;



