



Program Overview (Certified International e-Marketing Executive)

The Certified International e-marketing Executive course provides a comprehensive introduction to the core essentials of international marketing, digital marketing (DM), which is delivered through various channels such as search engines, websites, social media, email and mobile.

You will learn practical methods of how to harness the power of e-Marketing as the core driver of your company's marketing strategy nationally and internationally; how to apply successful global marketing campaigns, measure outcomes and plan a global marketing strategy, digital marketing strategy and planning.

Course Objective

This program designed to focus on "SMART" application process.

Specific

Understanding the specific skills for e- Marketing using "Digital Marketing".

Measurable

Develop self-improvement with latest "Global Marketing Campaigns" tools and technique to be more cost effective and impact of Content Marketing.

Action

Confident in handling "Video Advertising"
Increase saving and reduce the losses.

Realistic

Realization with "Google Analytics" and data processing and prepared to deal with complex data handling.

Time Frame

Able to make "Right decisions" on right time for better results.

Learning Outcome

The learning outcome of the program according to "ADDIE"s process

- Analysis-Big Data Analysis
- Design-Creative Data Visualization
- Development -Determine the needs
- Implementation-Improves the ability on decision making
- Evaluation -Evaluate the improvement

Who Should Attend

Marketing Executives, Business Dev Executives

Program Course Content

Day 1

Overview of International e-Marketing

Day 2

Social Media Marketing Content Marketing

Day 3

Display & Video Advertising

Day 4

Analytics with Google Analytics

Day 5

Display & Video Advertising

Case Studies

Open Book Examination & On-line Examination

Training Activity / Methodology:

This program places heavy emphasis on experimental learning and delivered through:

Lecture, Role Play, Practical Exercise, Cases Studies, Video Presentation, Training Games and etc.