



Become a leader in your industry by becoming a certified digital marketing professional.

The Course

Delivered by industry leading experts and taught by Digital Marketing trainers, this certification programme will introduce you the most relevant and transformative aspects of digital marketing. Subject experts from leading companies collaborate with the Digital Marketing Institute on the design and development of programme materials, so learning is shaped by their practical experience expert insight and case studies.

Who is it for?

Whether you are an experienced professional who needs to update their digital marketing skills or planning to start your career in Digital Marketing, our course, validated by the Digital Marketing Institute, will help you develop your career and enhance your life.

Key Facts:

4 weeks, 60-hour course

Digital Marketing lectures (9 hours per week)

Group projects, workshops and company visits (6 hours per week)

Final presentation & end-of-course ceremony

Upper Intermediate English level

Start dates: 6 Jan, 3 Feb, 2 Mar, 6 Apr, 4 May, 1 Jun, 6 July, 3 Aug, 7 Sep, 5 Oct, 2 Nov

Suitable for various skill levels

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	English Course	English Course	English Course	English Course	English Course
12:20 - 13:00	Lunch				
13:00 - 16:00	Introduction to Search Engine Optimisation	Independent group project	Paid Search using Google Ads	Topics in social media marketing	Group project workshop and tutorials

Combine your course with:

English language lessons

Fashion Certificates

Visit bayswater.ac/digital for more information

Course Syllabus

Introduction to Digital Marketing

Content Marketing

Social Media Marketing

Search Engine Optimization

Paid Search (PPC) using Google Ads

Display & Video Advertising

Email Marketing

Website Optimization

Analytics using Google Analytics

Digital Marketing Strategy

Course features

Lecture style classes taught by industry specialists

Workshops, company visits and guest lecturers from the digital industry

Group work culminating in an end-of-course presentation

DMI Exam fee included at any Pearson Vue testing center

Benefits

1-year membership to the Digital Marketing Institute

NQE Level 5 Qualification (EU Equivalent EQF 5)

Become a certified digital marketing professional. Learn the latest trends and insights

Up-to-date course content that reflects today's trends

"I had lots of fun learning while being in a great environment. I learned so much and gained a large amount of hands-on tools for digital marketing"

Alexandra Nenadovic

JP Morgan, Chase & Co

95%

of DMI certified professionals are currently employed and 81% were promoted after earning their certification



Why Bayswater College

Bayswater College students can benefit from the other services we offer including an accommodation service, a busy social and activity programme and English language courses.

The Digital Marketing Institute sets the global standard in digital marketing and selling certification.

Central London location

Combine with English Language and Fashion Certificate courses

Supportive, friendly staff



Education for good:

For every student taught at Bayswater College, we will teach another from a disadvantaged background, in their country. On a one-for-one basis.



B Bayswater
College

bayswater.ac/digital



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PRIJAVLJIVANJE: popunjavanjem i potpisivanjem ugovora sa KUB d.o.o. i uplatom kursa u celosti.

Način plaćanja: gotovinom, preko računa, platnim karticama (Visa, MasterCard, Maestro, Dina). Obračun se vrši po srednjem kursu NBS na dan uplate.