

DIGITAL MARKETING - IN INTRODUCTION



Autumn Term: Thursday 12th October – 14th December 2017

Spring Term: Thursday 18th January – 22nd March 2018

Course Tutor: Matthew Hughes

Course Overview

This introductory course has been developed to provide you with knowledge and skills necessary to plan, execute and monitor effective digital marketing campaigns. Whether you are from a marketing background looking to build your core skills or are just someone with an interest in understanding the basics of digital marketing, your tutor Joe Allen will encourage and build your confidence in using the channels. Throughout the 10 week course you will develop an initial idea for a digital marketing strategy while following the necessary stages to give the greatest chance of success.

The Course Includes

- Online marketing research and personal modelling
- Search Engine Optimisation (SEO)
- How to plan a new website build
- Creation of content and simple wireframes
- Build of website
- Web Analytics
- Setting up paid search and social campaigns
- Social and content marketing
- Email marketing

Course Aims

Theory - The topics of interest, as well as best practical principles, are discussed with the students.

Demonstration - A set of tasks are given in each session. Students are walked through the process to completion.

Practical - The students are expected, with support from the tutor, to build a version of the material they have been taught in each session. These are expected to come together by the end of the course to represent a digital marketing campaign structure, created entirely by the student.

EVENING & SATURDAY COURSES 2017-18

Course Outcomes & Assessment

The goal of this course is to give the student an introductory hands-on experience in the major areas of digital marketing.

At the end of the course each student will have a simple project that they can continue to build and market if they desire.

Students will gain actual experience working with each of the above channels, which they can then apply to other projects in the future. All students with 100% course attendance will be issued with an official AUB Short Course Certificate of Attendance detailing course contents, and study hours.

Entry Requirements

This introductory course assumes students possess no previous knowledge and is suitable for beginners, or those with some previous knowledge and wish to improve.

Additional Benefits

- Welcome Pack
- Access to AUB library
- Eligible for NUS Extra card
- Eligible for Adobe Discounts
- Access to specialist resources
- Coffee Vouchers
- Discount options via Suppliers
- Materials

What You Need to bring

All course materials are included in the course fee.

Sessions 10 weeks

Fees £299

Booking Online: aub.ac.uk/courses/short-courses
Phone: 01202 363222
Email: shortcourses@aub.ac.uk
Facebook: facebook.com/shortcoursesAUB

