

Digital Marketing

Course Brochure

Digital Marketing

Course Overview

Digital marketing is a future proof skill. In this course, you will gain knowledge on how to maximize the impact of your marketing through powerful digital tools. Specifically, whether you are an experienced business owner wanting to build your brand online or you are just starting out, this course is ideal for you, because our course is designed to give experience using industry-relevant practical assignments and exercises.

Delivery Option

Weekday | Weekend

Duration

4weeks

Course Location

Lagos





Course Content

Outline

- ✓ Introduction to Digital Marketing
- ✓ Understanding search engines and search engine optimization
- ✓ Search Engine Marketing
- ✓ Web Analytics
- ✓ Digital Display Advertising
- ✓ Email Marketing and Email Promotion
- ✓ Mobile Marketing
- ✓ Social Media Marketing
- ✓ Digital Marketing Campaign Strategy & Planning



Course Benefits

For Whom

- | | | |
|------------------------|---------------------|-------------------|
| ✓ Marketing Executives | ✓ Graduates | ✓ IT Managers |
| ✓ Managers | ✓ Senior Management | ✓ Business owners |
| | | ✓ Anyone |

Job Seekers

- It improves your employability by 88%
- It provides you a competitive advantage
- Digital marketers are highly valued in several industries
- It provides you valuable skillset

For Working Professionals

- It improves your opportunity for promotions
- It provides you a viable platform to conveniently switch jobs and industries
- Digital marketers are highly valued in the industry
- Digital marketers are highly valued in several industries
- You become highly skilled and competent for the digital era

Business Owner(s)

- It enables you optimise your online conversion rate
- It enables you leverage cost effective marketing strategies
- It helps achieve your marketing and business goals



Course Approach

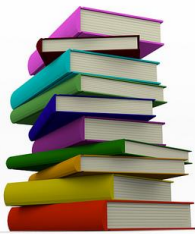
How We Deliver The Course

- A facilitator teaches the course using case studies, live business examples and general discussions.
- Additionally, to provide hands-on experience, participants would create live campaign sessions
- Learn how to use digital tools that would help achieve marketing and business goals



Course Fit For

Industry/Sector	Discipline
✓ All Sectors	✓ All Individuals ✓ Business Owners ✓ Working Professionals



Course Pack

What you get

- Training manuals
- Certificate of completion
- Access to digital tools
- Stationaries
- Tea & Lunch

Certification

- On successful completion of all modules, participants will earn the Professional Certificate in Digital Marketing
- ✓ Google AdWords Certifications (Optional)
 - AdWords Fundamental
 - Search Advertising
 - Display Advertising
 - Mobile Advertising
 - Video Advertising
 - Shopping Advertising

Locations Dates for Upcoming Classes

	Weekday	Weekend
Lagos	17 th Sep – 20 th Sep	1 st Jun – 22 nd Jun

Options Days & Time for Classes

	Training Days	Training Time
Weekday	Mon & Wed	9 am – 12 noon
Weekend	Saturday	9am – 4pm

For training dates for subsequent months kindly contact our course coordinator.

Course Calendar

4	5	6	7	8	9
T	W	T	F	S	S
16	17	18	19	20	21
F	S	S	M	T	W
23	24	25	26	27	28
M	T	W	T	F	S



Course Fees

Locations	Fees	
	Registration	Tuition
Lagos	₦5,000	₦84,000



Payment Policy

Registration Policy

- ✓ Reg. closes 2 weeks before lectures
- ✓ Late reg. will attract N3000 additional admin fee
- ✓ Reg. fee should be paid to P&F Accounts
- ✓ Reg. fee is non-refundable
- ✓ After reg. payment complete reg. form on our website

Tuition Policy

- ✓ Tuition can be paid one off or in instalment
- ✓ Installment payment will be paid in 2 equal instalment
- ✓ To commence lectures full/half tuition must have been paid
- ✓ Tuition is non-refundable, but can be transferred to other courses
- ✓ Tuition for classes attended is non-refundable

Account Name: Piston & Fusion Ltd

Account Number: 2015242578

Bank: First Bank of Nigeria



Steps To Enroll

Steps

1. Pay the registration fee a week before training kick off
2. Send your payment details to fees@pistonandfusion.org
3. Visit www.pistonandfusion.org click on register now tab and complete Registration form.
4. Upon confirmation of your registration an electronic receipt will be sent to your mail.
5. Pay the tuition on or before the tuition deadline date.
(Flexible payment option available)



Contact Us

Location

Addresses

Lagos

122A Obadina Street,
Omole Phase 1, Ikeja
Lagos

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+234 (0) 8086615585

Email Address: info@pistonandfusion.org
Website Address: www.pistonandfusion.org