

# Digital Marketing Diploma

With an expanding range of channels available to market through, this diploma will help you learn more about some of the key specialisms of digital marketing.



Tel: 020 7256 6668



**This is a great diploma for any aspiring digital marketing professional. In an industry that is fast paced and rapidly expanding, being able to demonstrate your proactive approach to learning and the digital marketing profession will stand you in good stead.**

Whether you want to work as a PPC Manager, Digital Marketing Specialist, SEO Strategist or simply want to know more about the different ways and methods to market your own business, we think this is a really valuable investment you could make in your future.

## Diploma Outline

This diploma has nine core courses which will cover the key social media platforms such as Facebook and Twitter, and a dedicated digital marketing professional course that takes you through other specialist areas such as PPC, SEO, digital display advertising, email marketing and more.

In addition to the above, an essential element of digital marketing is the ability to monitor, analyse and report on the outcomes of the actions you're taking. Things change all the time and in the digital marketing course there's a section for you to learn about analytics as well as strategy and planning. You'll also study Word, Excel and PowerPoint to make sure you can deliver your results in a top quality format.

Pitman Training offers flexible, self-paced study options. This means you can choose whether you study in one of our dedicated training centres or combine this with studying from home or work. The nature of our learning platform means that no matter where you choose to study, each time you log in you simply pick up from where you left off.

Once you've successfully completed your training you'll receive a prestigious Pitman Training certificate having also gained the **Professional Diploma in Digital Marketing** qualification from the Digital Marketing Institute.

## Aims & Objectives

This diploma has been created to offer you the chance to gain an all-round view and understanding of digital marketing from planning, implementing, monitoring, testing and analysing right through to optimising and reporting. You'll pick up the jargon, best practice tips and learn effective, essential skills required for those working in this thriving and rewarding industry.

## Pre-requisites

Although we don't require any formal qualifications, it would be advantageous if anyone wishing to study this diploma had some existing basic understanding of the principles of marketing.

## Career Paths

With proven marketing qualifications you can aim high. What's to stop you working towards roles such as Marketing Manager, Marketing Consultant, Brand Manager, Creative Director, PR Director or Social Media Marketing Manager? Aim high and continue to invest in your knowledge and skills and there will be nothing to stop you from achieving your ultimate career goals.



**CPD Points 180**

*(Awarded CPD points upon successful completion).*

## Core Courses

### Professional Certification in Digital Marketing

An innovative course which focusses on the different aspects involved in Digital Marketing. You'll look in detail at SEO, PPC, digital display advertising, email marketing, social media marketing, mobile marketing, analytics, strategy and planning.

This is essential training for anyone looking to learn more about the intricacies of digital marketing who want to either progress their existing marketing career or build the skillset required to move into this industry.

### Effective Business Communication

This excellent course will raise your game when it comes to business communication skills which is often top of the list of qualities demanded by employers.

### Word

Our Microsoft Word course is designed to provide you with the essential skills you will need to be proficient in Word, in a work environment, in as short a time as possible.

### or Word Expert

This training in Microsoft Word will propel your Word skills forward to an advanced level. Over several lessons, you'll become confident in a range of Word's more sophisticated features.

### PowerPoint

Our PowerPoint training course will help you get to grips with this comprehensive presentation software. Flexible to study, you can choose the version of Microsoft Office you wish to study on.

## Elective courses (choose two)

- **Project Management Fundamentals**
- **Photoshop**
- **Marketing Essentials**
- **WordPress for Business**

(Alternative subjects may be chosen if more suitable to your existing skills and career.)

To discuss your current skills and aspirations for the future, please speak to one of our friendly advisors.

**City of London:** Salisbury House, London Wall, London, EC2  
**Oxford Circus:** 50 Margaret Street, London, W1

**Tel: 020 7256 6668 Web: [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)**

### Excel

Over ten self-paced lessons you'll learn how to format your spreadsheet to best display your information, handle simple and complex formulas, insert charts, learn how to insert functions such as IFERROR and much much more.

### or Excel Expert

Our Excel Expert level course will provide you with the knowledge and skills to use this popular spreadsheet programme to an advanced level.

You'll learn how to perform tasks such as conditional formatting, recording and running macros, working with pivot tables and using statistical functions.

### Social Media

Choose four from the following:

[Blogging for Business](#)

[Facebook for Business](#)

[Google+ for Business](#)

[Instagram for Business](#)

[LinkedIn for Business](#)

[LinkedIn for Jobseekers](#)

[Pinterest for Business](#)

[Social Media Strategy for Business](#)

[SEO for Business](#)

[Twitter for Business](#)

[Video for Business](#)



### Guideline Learning Time

**180 hours flexi study or 7 weeks full-time**  
(Full-time based on approx 20-30 hours a week)