



MSSM

Diploma —

The most powerful Diploma in Digital
Marketing in the Middle East

NEXT >>





Management of strategic marketing

Overview

Join our online program for a comprehensive 10-week journey into the essential aspects of modern marketing. In a world where digital transformation is the norm, we empower marketers and business leaders with the knowledge to navigate this landscape. Discover the latest insights and strategies in digital marketing and gain the expertise to craft a powerful omnichannel strategy tailored to your organization's needs.



Who

Can attend?



“Modern marketing isn’t just ‘doing digital’ – it’s having an omnichannel strategy to build touchpoints across all channels your customers use, both online and offline.”



“Ignoring online marketing is like opening a business but not telling anyone.”

✓ Experienced traditional marketers

who come from corporate communications or non-digital backgrounds seeking to round out their marketing mindset

✓ Non-marketing leaders who seek a holistic view of the latest marketing trends and strategies for building customer loyalty as a pathway to growth

✓ Early-career marketers who are digital natives and may have experience with some components of the marketing mix but are seeking to build broader capabilities for their career growth

✓ Professionals from a non-marketing field

making a horizontal move into marketing, such as product development, HR, operations, finance and customer service.



DIPLOMA CONTENT



Global Digital
Orientation

Social Media
Management

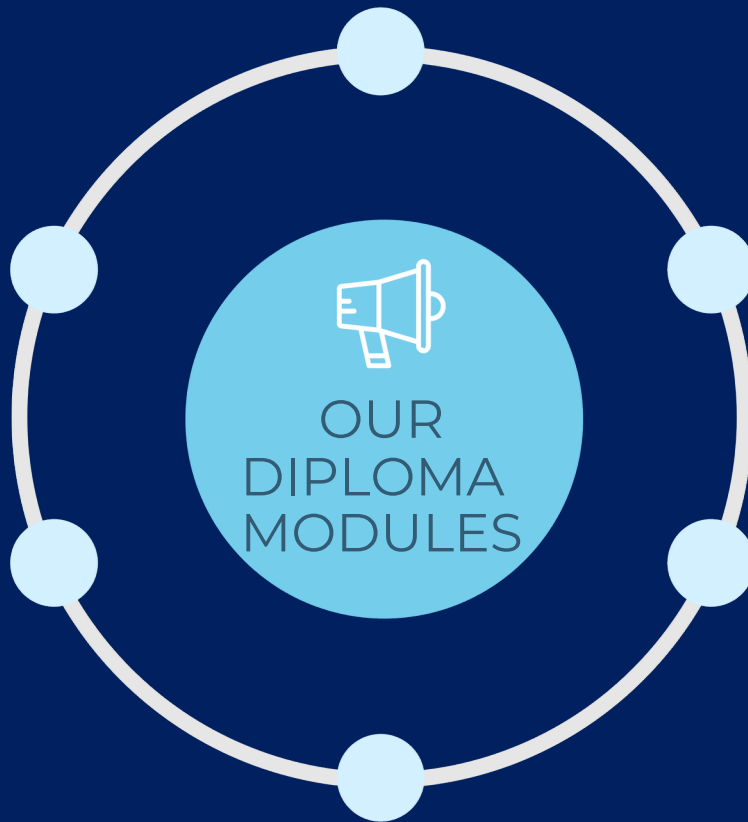
Content
Creation

Google Ad
wards and
YouTube
Business



Strategi
Marketing
Management

Principles
Of
Marketing



What *Is in it?*

1. Marketing management Fundamentals Course:

- * Strategic marketing tactics
- * Managing Marketing Information and marketing research
- * Marketing intelligence
- * Consumer Buyer Behavior
- * Segmentation, Targeting, and Positioning: STP
- * Branding and brand management
- * Marketing mix new concepts, the old 4P's and the Developmental strategy 7 P's
- * New-Product Development and Product Life-Cycle Strategies
- * Pricing strategy and Approaches
- * Marketing Channels and Supply Chain Management
- * Integrated Marketing Communication Strategy (IMC)

2-Strategic Marketing Management (Advanced)

- * Situational Analysis / SWOT Analysis
- * Business Analysis
- * Competition Analysis and strategies
- * Marketing warfare strategies
- * Word of Mouth Marketing strategies
- * Growth Strategy models
- * Data analysis and interpretation workshop
- * Marketing Road-mapping
- * brand manager/ marketer job description

What *Is in it?*

3-Digital Platform Fundamentals (Global Omni Channel Marketing)

- * The Difference between Digital marketing and Digital Advertising
- * Orientation about all Digital Platforms (Omnichannel tools Orientation)
- * What's the mentality of AI
- * Tools you should have before starting
- * (SEO , SEM , Social Platforms , Google Platform, E-commerce - Websites, Payment gateways) Orientation
- * Email Marketing Orientation
- * Tips & Tricks of the Digital Field

4- Social Media Management + Analytics : (Media Buying Course 1)

- * Facebook Business Page management
- * Page Automation and Messenger inbox BOT
- * Ads manager controlling
- * Campaigns (Awareness, Engagement, Messages , Leads and Videos)
- * Audience Targeting and Consumer Behavior/interest
- * Custom, lookalike and Detailed Audience
- * Re-targeting strategy
- * Instagram Platform management
- * Watt's app Business platform management

What Is in it?

5-Content Creation course:

- * The equations of Content creation
- * Text Content writing
- * Trends controlling and Text Detection
- * Writing AI Tools
- * Avoid these words Strategy (ATW)
- * Boost these words strategy (BTW)
- * Visual content and tools (Designs and Logos creation)
- * Videos and Animation Tools
- * AI tools to generate Visuals (Free tools and techniques)
- * Photography and Videography Fundamentals/techniques with Mobile
- * Viral content and tools (Influencers strategy)
- * Regulations and Policy of Posts

- * Google Ads. Categorization

- * Google Campaigns (Search Campaigns and Video Campaigns)

- * Competitor Placement Targeting

- * Keyword planner tool

- * Targeting the best bid of the keyword technique (Bidding)

- * Google Analytics and metrics

- * YouTube management & Tools

- * Good Ads Mobile Application and AI implementation

6- Google Ad wards and YouTube management (Media buying Course 2)



Accredited Certificate

Total 50
Hours

SUMMARY

6 Modules

3 projects over the
Course

Diploma courses are with the latest updates for 2023.

The courses are supported by the latest applications of artificial intelligence in the field of marketing and content.

The materials after the diploma are illustrated and recorded with practical explanations.

Application after each course with assignments, and after each sector with two projects.

Lecturer: Dr. Mohamed Yousry - Lecturer in Digital Marketing at ESLSCA BUSINESS SCHOOL.

The diploma is available online and offline with in-person attendance.

There is a **WhatsApp** group after the diploma for continued



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