





# Course: Professional Diploma in Digital Marketing

Code	City	hotel	Start	End	price	Language - Hours
735	Riyadh	Hotel Meeting Room	2025-09-07	2025-09-18	19450 SR	En - 50

## About this Diploma

Digital has changed the way we work, live and communicate. If you're looking for a career in digital marketing or you want to become a leader in your field with basic to no knowledge in digital marketing, then the world's most sought-after Professional Diploma in Digital Marketing by the Digital Marketing Institute is for you.

The Professional Diploma in Digital Marketing will give you an in-depth 360° understanding of how to effectively strategize and implement powerful digital marketing campaigns that convert. Designed and developed by industry giants such as Google, Microsoft and Facebook, this certification delivers best current practice, theory and applied practical skills in digital and is recognized and respected by all industries globally. Become a leader in your industry, master digital.

## Objectives & Outcomes

At the end of this Diploma, you will understand the various channels and activities required to plan, implement and manage a comprehensive digital marketing plan for your business.

### The Professional Diploma in Digital Marketing will enable you to:

- Conduct digital research, set business objectives for campaigns, and develop a targeted digital marketing strategy.
- Build and publish a well-designed and high performing and optimized website aligned to your business goals.



- Create and curate compelling and innovative content that drives ROI.
- Set up, optimize, create, execute, and report on organic and paid ad campaigns on Facebook, Twitter, LinkedIn, Instagram & Snapchat.
- Boost your website's organic ranking by optimizing technical on-page and off-page elements.
- Create and manage paid search campaigns in Google Ads and use Google Analytics to measure performance.
- Use Google Ads to create display and video advertising campaigns and ads using a variety of platforms to evaluate their impact and performance.
- Design effective emails that generate leads, retain customers, and inspire evangelists.
- Set goals for your business and website and understand how analytics tools are used to help measurement.
- Use owned, accessed, desk, audience, competitor, and social listening research to create a how-to guide for all digital marketing activities.

## **How to prepare a professional diploma**

- The diploma is held by the direct training system
- Number of hours 80 training hours
- Classes start at 08:00 am and end at 05:00 pm

## **Certificates**

- The trainee is given a certificate documenting his attendance, participation and interest in the diploma, attested by the Swedish Ministry of Foreign Affairs
- 80% of the diploma hours must be completed to obtain the certificate

## **Advantages of attending and participating in diploma activities with the Scandinavian Academy for Training and Development in the Kingdom of**



## Sweden

- After completing the diploma and successfully passing it, the trainee participating in the diploma gets a training scientific bag that includes:
  - An integrated training package containing (certificate of attendance, participation and interest in the diploma attested by the Swedish Ministry of Foreign Affairs - the scientific material for the diploma)
- The Scandinavian Academy for Training and Development is a specialized training company registered in the Kingdom of Sweden under the number - 559173-7431
- The certificate issued by the Scandinavian Academy for Training and Development is not considered an academic certificate, but rather a professional certificate documenting participation and attendance in training activities. All attestations of the certificate are commercial attestation only, not academic.

## Outline

- Introduction to Digital Marketing
- Content Marketing
- Social Media Marketing
- Search Engine Optimisation (SEO)
- Paid Search (PPC) with Google Ads
- YouTube and Display Advertising
- Email Marketing
- Website Optimization
- Analytics with Google Analytics
- Digital Marketing Strategy



The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

### **Program Timings:**

- 9:00 AM to 2:00 PM

### **The program includes:**

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.