

# Professional, Workforce, Career and Executive Education



Skills for  
Employment

<b>Course Name</b>
Digital Marketing
<b>Duration</b>
8 Weeks
<b>Cost: \$29,500.00; Registration Fee: \$2,500.00</b>
<b>Training Date:</b>
See Calendar for dates: <a href="http://www.capttech.edu.jm/calendar.php">www.capttech.edu.jm/calendar.php</a>

## Course Description

This course will help prepare learners to understand the principles of digital marketing and the role of the digital marketer in business. It addresses the knowledge, skills and attitude required by a digital marketer to strategic analysis and implementation of digital marketing campaigns.

## Course Topics

- Digital Marketing Tools and How they Work
  - organise a series of social media posts
  - creating new content for a website
  - Explain why new content is published on websites
  - Describe how to create effective sponsored ads
  - Identify the benefits of using paid search marketing
  - Identify the tools used in digital marketing
  - Identify the purpose of different tools in digital marketing working together
  - Describe the characteristics of different types of Customer Relationship Management systems
- Digital and Social Media Platforms
  - Explain the benefits and drawbacks of using digital and social media platforms
  - Explain the technological resourcing factors to be considered when choosing a digital marketing channel
- The Business Environment and Customer Needs
  - Identify the techniques used to discover what a target market is searching for
  - Explain how to adapt content in response to customer search habits
  - Describe the principles of Search Engine Optimisation
  - Explain how Search Engine Optimisation works
  - Explain the 'rules' of social media
- Digital Communication and Etiquette

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- Explain how to communicate effectively when using digital channels
- Explain the considerations when using social media platforms
- Explain the impact of inconsistent communications and conventions on a brand
- Identify the uses of hash tags in social media
- Describe the characteristics of social selling
  
- Digital and Social Media Channels
  - Identify the primary uses of different types of digital and social media channels
  - Explain why competitors and customers use digital platforms
  
- Data Protection across Digital and Social Media Platforms
  - Identify the reasons why information security is important to a digital service organisation
  - Identify the key features of an information security policy
  - Explain how an information security policy impacts on ways of working
  - Identify the sources of threats and risks to digital information
  - Identify the principles of data protection, copyright and intellectual property
  - Identify the consequences of data misuse to an organisation and to the user
  - Identify the precautions required when working with emails and other electronic documents
  - Identify the precautions required when printing, transporting and destroying information of different types