



College of Business Administration

"Better Business for a Better Community"

DIGITAL AND SOCIAL MEDIA MARKETING

TRAINING COURSE

BRIEF DESCRIPTION

The digital space is changing so fast that digital technologies have transformed the way we work, live and communicate. Whether you are an entrepreneur, business owner, a marketing professional, or a fresh graduate looking to differentiate your skills, this Digital and Social Media Marketing course offered by the College of Business Administration at RHU is perfect for you. It provides a comprehensive coverage of essential digital marketing topics such as social media, email and mobile marketing, digital display advertising, search engine marketing, content marketing, and analytics.

KEY FEATURES

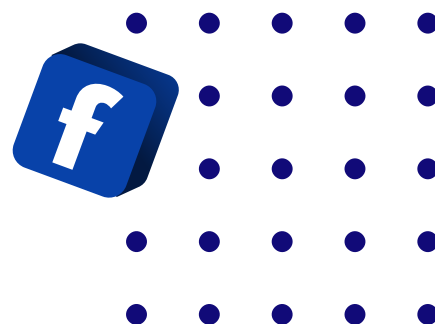
RHU Digital and Social Media Marketing course provides you with a unique, in-depth understanding of how to effectively strategize and implement powerful digital marketing campaigns that work. It provides you with the specialized skills you need to understand not only what works now but also what new best practices are emerging. You will learn what you need to excel in a digital marketing environment.

You will build the confidence to demonstrate how digital marketing makes an impact. Armed with new knowledge, you will possess essential digital and social media marketing skills to stand out from the crowd.

Additionally, this specialized course will help you prepare for the **Professional Certified Marketer (PCM®) – Digital Marketing exam from the well-known and prestigious American Marketing Association (AMA).**

TOPICS COVERED

1. Foundations of Digital Marketing
2. Metrics and Conversions (Google Analytics)
3. Content Marketing
4. Search Engine Marketing (SEO and PPC)
5. Social Media Marketing
6. Email Marketing
7. Online and Digital Display Advertising (Google AdWords)



LEARNING SKILLS

After successful attendance, participation, and completion of the course, participants will be able to:

1. Explain the essential concepts of digital marketing.
2. Optimize digital marketing strategies using Google Analytics.
3. Create and curate marketing content that drives value.
4. Apply search engine marketing to boost online traffic.
5. Create, execute, and optimize social media marketing campaigns.
6. Develop effective email marketing strategies.
7. Use Google AdWords to create online and digital display advertising.

METHODOLOGY AND DELIVERY TECHNIQUE

- Small group discussions and lectures
- Online video tutorials and resources
- Case studies and real-business scenarios
- Applied online simulations
- Course reading materials and handouts

WHO CAN ATTEND?

- Traditional marketing specialists
- Digital marketing professionals
- Entrepreneurs
- Business owners
- Recent graduates

DURATION AND LOCATION

The Digital Marketing training course will be offered as follows:

- 54 direct contact hours
- 18 three-hour sessions: Tuesdays, Wednesdays, and Thursdays from 6:00 to 9:00 PM
- Start day: Tuesday, June 25, 2019
- End day: Thursday, August 8, 2019
- Location: RHU Extended Learning Hall – Hariri Foundation, Beirut

FEES

Course fees: \$1,250

Please note the following:

- Course fees include enrollment application, instructional hours, reading materials and handouts, and applied online simulations.
- Course fees DO NOT include the AMA® PCM® LinkedIn online video tutorials or AMA® PCM® Digital Marketing Exam fees. These are optional and separate from the course.
- RHU alumni and employees are eligible for a special 15% discount.
- Early-bird and group registration are eligible for an exclusive discount.