



Universal Training Academy
Course: Digital Marketing Essentials

A brief description of the module

Understanding Digital is no longer optional, it's a necessity. This is in large part due to the ever increasing importance of Digital marketing to an organisations marketing strategy and ultimately success in the market place. With digital marketing consistently evolving at a rapid rate, this module will enable delegates to assess the impact of the disruptive digital landscape in delivering objectives; to develop strategic recommendations; and how creating digital marketing plan can enable organisations to respond with agility to market needs. It examines how the management of digital channels and the application of key digital measures help to achieve business objectives.

What the course aims to teach

This course aims to teach the fundamentals of Digital Marketing and provide delegates with an understanding of what is meant by digital marketing and the key communication tools used. It outlines the key factors that influence the digital consumer including social networks and virtual communities. It identifies the importance of developing campaign content aimed at specific market segments and how campaigns can be measured.

Learning outcomes

By the end of the course delegates will:

- Understand what is meant by Digital Marketing
- Understand the impact of the disruptive digital environment
- Understand Digital marketing tools and tactics
- Be able to develop a digital strategy/campaigns in order to acquire, convert and retain customers
- Understand methods of measuring digital marketing campaigns to improve for future campaigns.

Pre – Requisites

- Professionals whose job role involves digital marketing and who wish to gain a foundation of knowledge in Digital Marketing.
- Existing marketers responsible for developing digital marketing strategies for their own organisations.
- Individuals who wish to simply seek greater understanding of digital marketing
- Individuals who wish to transition into a career in digital marketing
- Business owners looking to improve their business performance with effective digital marketing.

Venue

St Georges buildings, 5 St Vincent Place, Glasgow, G1 2DH

Cost

The registration fee of the workshop will be £550 which includes course notes and lunches. You should make your own arrangements for accommodation.

Payment

Universal Training Academy Ltd accepts payments by cheque, cash and bank transfer. Please contact for further details.



Registration Form

Name _____

Address _____

Tel _____

Email _____

- I wish to register for the course at a cost of £550 including course material and workshop lunches.
- I enclose a cheque for £550
- Please invoice me at the above address
- Please send me information on local hotels

Disclaimer

All materials and information supplied during and associated with this course are intended purely for instructional purposes. Whilst every effort is taken to ensure that materials provided are accurate and suitable for training purposes, Universal Training Academy Ltd accepts no responsibility for their accuracy or utility.

I accept the above

Signature _____

Date _____

The completed form should be sent to *Universal Training Academy Ltd*, 5 St Vincent Place, Glasgow, G1 2DH

Or to info@utac.co.uk

Contact Info

E: info@utac.co.uk | W: www.utac.co.uk | T: 01412754801