

Digital Media Communications

Executive Diploma

August 2023



In Association with



Programme Structure

- I. Introduction to Digital Media Communication
- II. Digital Media Platforms Understanding
- III. Content Creation and Development
- IV. Digital Media Planning Strategy
- V. Performance Marketing
- VI. Campaign Creation on Google, and LinkedIn
- VII. Campaign Creation on Facebook Business Manage
- VIII. Digital Marketing Strategy
- IX. Digital Media Analytics
- X. Live Projects

Assessment:

The programme will include short presentations, live projects, quizzes, and assignments to assess students' understanding of the programme materials.