



# Professional Diploma in Digital Marketing

## INTRODUCTION

The Professional Diploma in Digital Marketing is ideal for anyone involved in the planning, implementation or measurement of Digital strategies – or anyone who would like to pursue a career in this area. The Professional Diploma in Digital Marketing programme is suitable for professionals of all levels and disciplines, and will prepare you to take up a more specialist role within the overall marketing domain.

The Digital Marketing Institute's panel of subject matter experts has specifically structured the curriculum to focus on current trends and best practices in Digital Marketing. As well as creating innovative strategies, you will also learn how to leverage these strategies to gain competitive advantage for both your business and career.

## OUTLINE

### Introduction to Digital

Traditional & Digital  
Digital Channels & Analytics  
Strategy & Planning

### Search Engine Optimisation

Technical Optimisation  
On-Page & Off-Page  
Optimisation

### Pay Per Click Marketing

Research  
Campaign Process  
Campaign Management

### Digital Display Advertising

Ads & Publishers  
Mobile & M-Commerce  
Remarketing  
Optimisation & Planning

### Social Media Marketing

Social Channels  
Analytics Tools

### Email Marketing

Data, Design & Delivery  
Email Campaigns  
Reporting

### Mobile Marketing

Website Optimisation  
Apps, Search & Ads  
SMS & Messageing  
Proximity Marketing &  
Coupons

### Analytics

Rationale & Accounts  
Views, Goals & Audience  
Advertising & Acquisition  
Behaviour & Conversations  
Reporting

### Strategy & Planning

Audience & Activities  
Analysis

## DETAILS

### Level Rating

EQF Level 5

### What's included

Training by DMI Expert  
Practitioners  
Official DMI Courseware  
(Format: Online)  
Official DMI Exam

### Award



# MySuccess Graphic Designer Associate

## INTRODUCTION

We start you out with Photoshop CC, where you will immediately be immersed in a world of design and editing which will serve as the basis for the rest of the path. We move on to InDesign CC. Design layouts for print and digital publishing using the industry's premier tool. Gain an understanding of typography, preflighting, publishing and creating professional designs for attractive publications.

Next up is Illustrator CC. In a world of infographics and consumers drowning in data, Illustrator has become the industry standard digital illustration tool for professional graphics. For each of the three applications above, we will brush up your skills and prepare you to sit for the Adobe Certified Associate Exam for each application.

## OUTLINE

### Theory & Concepts

Image File Formats  
Pixel vs Vector  
Resolution  
Color Models  
Typography  
Useful Tools

### Adobe Photoshop CC

Planning a Project  
Typography  
Layers & Masks  
Managing Color  
Transforming Images  
Retouching  
Drawing & Painting  
Preparing Images for Print,  
Web and Video  
Working smarter with  
Bridge

### Adobe InDesign CC

Pages & Objects  
Flowing & Editing Text  
Typography, Styles & Color  
Importing & Modyfing  
Graphics  
Printing, Packaging &  
Exporting  
Creating & Exporting an  
e-Book and PDF Files

### Adobe Illustrator CC

Working with Selection  
Tools  
Working with Shapes &  
Brushes  
Transforming Objects  
Color & Painting  
Working with Type  
Perspective & 3D Effects  
Exporting File for  
Animation

## DETAILS

### Level Rating

EQF Level 5

### What's included

Training by an Adobe  
Certified Educator  
Official Adobe Courseware  
(Format: Books)  
Official Adobe ACA  
Practice Tests  
Official Adobe ACA Exams  
(x1 Sit per Module)

### Award





LEARNING PATH

# Digital Designer Essentials

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Authorized Agent

## COURSE DETAILS

**Delivery Method:** Lectures & Hands-on practice.  
**Entry Requirements:** Good knowledge of English.  
**Duration:** 6 Months **Price:** On request.

### ICE Malta

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