



Professional Conversion Program (PCP) **Traditional Sales to Digital Sales Professionals**

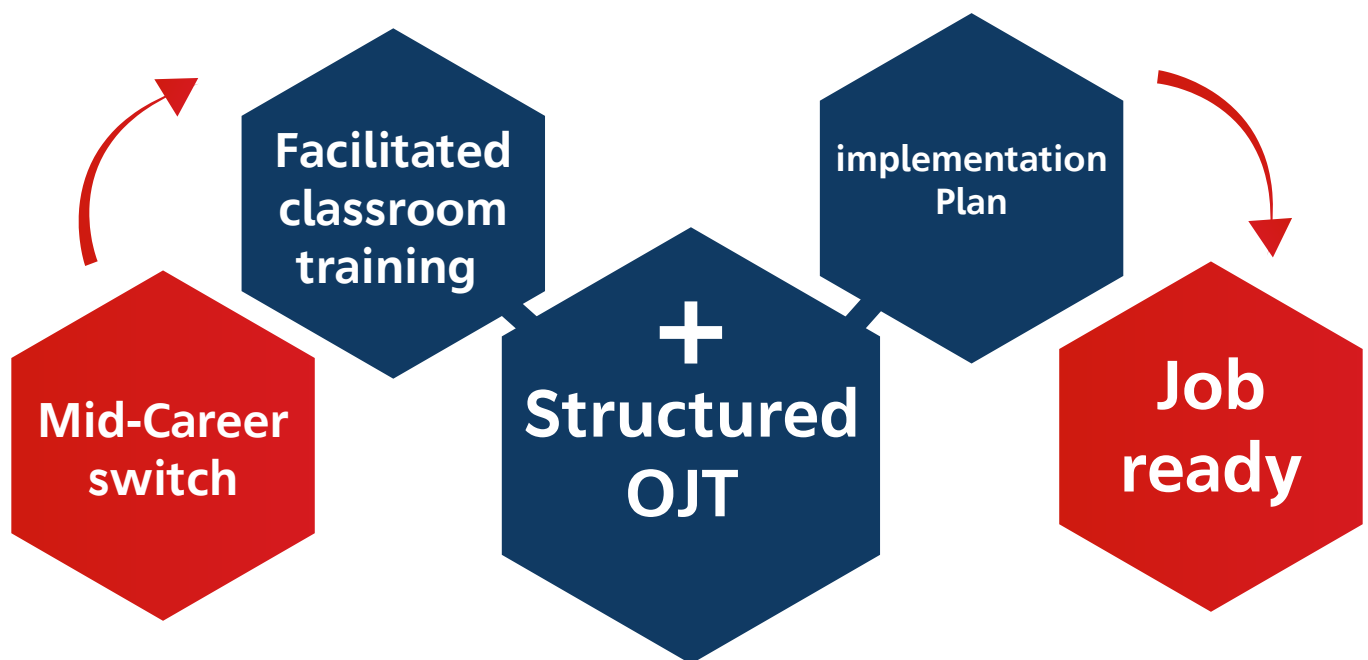
About the Program

The Professional Conversion Program (PCP) for Digital Sales Professionals aims to reskill mid-career switchers for digital sales, digital Project Managers, and digital business development job roles across various industries.

The internet has transformed the way brands engage with consumers. To be relevant in the new media environment, marketers must be able to appreciate and adapt to the new digital trends and developments.

The course aims to provide marketers with an understanding of the building blocks that constitute digital marketing skills, strategies, and a road map to develop cohesive market approach for customer acquisition for enterprises.

Program Outline



Job Ready in 90 Days

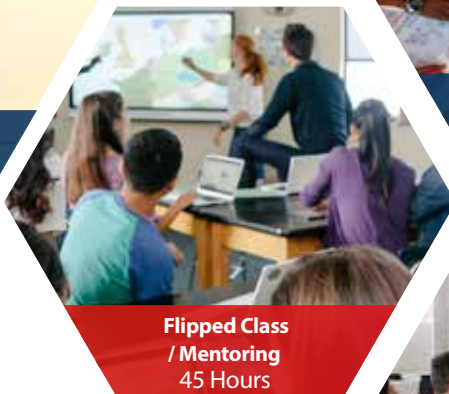
Learn social media marketing for platforms such as Facebook, Instagram and LinkedIn, as well as Google analytics, SEO, SEM, email and content marketing through a 82 hours of delivery where you undergo rigorous training to prepare yourself for a Digital marketer job after 90 days

Job Placement Assistance

We shall provide jobs placement support among our hiring partners locally and globally.

Mentor-Led Blended Learning Delivery

We deliver blended learning through a combination of self-paced e-learning, instructor led flipped classes and personalised mentoring with industry practitioners to greatly increase your efficiency and effectiveness in acquiring knowledge and skills.



Module Structure

- ▶ Basic Digital Marketing
- ▶ Social Media Marketing
- ▶ Advanced Digital Marketing
- ▶ Email and Content Marketing
- ▶ Search Engine Optimization and Marketing
- ▶ Capstone Implementation project



Learning Outcome

Knowledge

By the end of this module, the Learner should be able to gain the following knowledge

- Understand the fundamentals of digital marketing.
- Understand the various channels in digital marketing.
- Understand the fundamentals of content marketing.
- Understand the fundamentals of social media marketing.
- Learn the principles of SEO and understand effective landing pages and basic analytics.
- Learn about using Google AdWords for search engine marketing and Facebook for advertising.

Skills

By the end of this module, the Learner should be able to apply the following skills

- To create a brand strategy.
- To set up and optimize social media pages for business.
- To create an editorial calendar for content.
- To create landing pages. Create a customized URL for tracking campaigns.
- To set up and execute search campaigns in Google AdWords and ad campaigns in Facebook. Create effective ads.

Target Audience

Enterprise level managers and key decision makers looking to implement digital marketing for their business.

Entry Requirements

Academic Qualification: 2 GCE A level passes / Diploma in any specialization with 2 credits. Work Experience: Minimum 1-year experience in relevant field.

Graduation Requirements

A minimum attendance of 75% in each of the modules.
Should be assessed competent (C) in each of the modules..

Certificate(s)

Aspire College Certificate in "Professional Diploma in Digital Marketing"

*Candidates have an option to get certified as "Certified digital Marketing professional (DMI-PRO)" from Digital Marketing Institute, (DMI) at an additional cost payable to DMI, Ireland

Course fee

Registration : Rs. 5,000
Course : Rs. 60,000

Duration

4 Months | 82 Hours

Schedule

Saturdays : 9.30 to 12noon
and 1.30-4.00pm

