



MALTA UNIVERSITY CONSULTING



COURSE INFORMATION SHEET



Digital Marketing Strategy – Planning & Implementation - 2021/22

Date of Issue: Oct 2021

Course Duration:	16 hours	Time:	09.00a.m. – 1.00p.m.
Dates: 2021/22	November: Tues 23; Tues 30; December: Tues 7; January 2022: Tues 11		
Delivery:	University Residence, Lija Campus Hub, Msida	Course Registration Fee:	€270/€245 students
Accreditation:	This course has been approved by the Malta Further & Higher Education Authority (MFHEA) as equivalent to Level 5 (3 ECTS). License No: 2013-FHI-019; Further & Higher Education Institution		

This course has been approved by Malta Enterprise under the [Get Qualified Scheme](#).

Aim and Benefits to you and your company

The course is aimed at:

- Individuals who would like to learn practical insights and hands on practice in Digital Marketing
- Individuals who have experience in a different field but want to broaden their knowledge by adding digital marketing to their skill set
- Individuals who would like to improve their companies or the company they work for by adopting a strategic approach to their digital marketing effort

Benefits to you and your company

By the end of the unit the you will be able to design and implement a basic digital marketing strategy for a business or NGO. You will gain practical insight on how to define and reach a target market by harnessing the power of digital marketing to create impact. You will also be able to identify areas in an organisation where digital marketing can help the organisation grow and become familiar with the key digital marketing channels including the organisation's online presence, social media, email marketing and digital advertising. Students will also be able to assess the current state of the organisation's digital presence and select and use appropriate online digital marketing tools. At the end of the course, attendees will be expected to individually design and submit a digital marketing campaign plan for an assigned case study.

Learning outcomes

a) Define terminology related to digital marketing	e) Explain the value of leading digital marketing channels
b) Illustrate the state of a business online presence-identify business objectives and set goals	f) Be responsible for the effective and efficient administration of digital advertising content and email campaign within established timeframes
c) Construct a digital marketing strategy	g) Consult advanced textbooks and journals to further skills on the subject
d) Identify tools to implement a digital marketing strategy	

Course Trainer:

Course Tutor: Dr Franco Curmi Ph.D (Lancs), M.Res. (Lancs), M.A. (Melit)

Dr Franco Curmi holds a Ph.D. on the Digital Economy from Lancaster University through the support of the UK Research Council, the Lancaster University Management School and the Lancaster University School of Computing and Communications. Prior to this, he held managing positions in technology-based companies where he provided services for clients including. Sony, Reuters and Philips among others. Dr Curmi is an academic at the University of Malta and an industry consultant. His current interdisciplinary research cuts across marketing, design and computer science. Dr Curmi has a Master in Creativity and Innovation from the University of Malta and Master in Digital Innovation from Lancaster University.

Certification: Upon successfully completing the course and with a minimum of 80% attendance, attendees will receive an NCFHE Accredited Certificate from Malta University Consulting Ltd.

Delivery Style: The course will be delivered through the presentation of case studies, best examples, class discussions and demonstrations. This will ensure that attendees acquire applied skills.

General Information

or further information kindly contact:

Malta University Consulting Ltd, Robert Mifsud Bonnici Street, Lija.

Tel: 21240746; e-mail: trainingservices@muhc.com.mt; maria.bugeja@muhc.com.mt

website: www.muhc.com.mt

For online registration click [here](#).

Cheques are to be made payable to Malta University Consulting Ltd.

PROGRAMME

Session 1: New trends in Digital Marketing to create impact

- The customer and the online experience
- What's new?
- Success cases
- Definition and terms
- Type of digital marketing objectives

The Website in an Integrated Online Presence

- History: where are we and how did we get here?
- Right vs wrong design
- Main design requirements, functionality, fashion and trends
- Identifying key requirements
- Planning, outsourcing or deploying techniques

Session 2: Content Marketing

- Why content marketing has high value
- Content type
- Audience mapping
- Ideation
- Distribution

Search Engine Optimisation

- What is search engine marketing
- Improving website visibility in Google results (SEO)
- Using data for marketing insights
- Essential tools

Session 3: E Mail Marketing and Creating Content

- What is email marketing?
- Building email lists and CRM
- Legal considerations
- Leading email marketing tools
- Creating effective email content

Social Media Tactics

- The value of social media on marketing efforts
- How social media works: message diffusion and propagation
- Selecting social media platforms
- Online PR and viral marketing
- Content for social
- Tools for measuring the impact of social media campaigns

Session 4: Online Advertising

- Creating effective ads
- Advantages and disadvantages of online ads and ads type
- Identifying and creating audiences
- Generating leads from ads
- Testing and optimisation

Developing an Integrated Strategic Plan

- Developing a plan
- Personas
- Integrating the marketing investment