

Digital Marketing

Applying for this course

This course is for persons who completed compulsory schooling up to 65 years of age. Individuals must also be in possession of an MQF Level 2 qualification in English. If you do not have these qualifications but possess other qualifications or relevant experience, kindly contact us on ga.jobsplus@gov.mt. stating your ID card number, attaching copies of your qualifications and a copy of your CV highlighting your work experience.

Course Duration

This course is of 32 hours duration and consists of one Module - (including 3-hour assessment).

General pedagogical guidelines and procedures for this course:

The delivery of this Course will be mainly held through a series of discussions, class work exercises and hands-on training. These will enable learners to practice and consolidate the classroom training. The trainer will also be holding lessons with the learners which will consist of various presentations, including demonstrations.

General assessment policy and procedures for this course:

The assessment will vary from one module to the other. For this module, the learner will be assessed through part written assessment and part project/assignment. This assessment method gives tutors the opportunity to review and consolidate the learning being covered.

Module 1 Learning Outcomes – Digital Marketing

<ul style="list-style-type: none">✓ Deal with traditional vs digital marketing concepts✓ Ensure customer relationship management in the digital age✓ Be responsible for inbound and outbound digital marketing✓ Manage online platforms for the sustainability of the product or service✓ Be responsible for the use of mobile marketing and apps✓ Deal with search engine marketing and online marketing✓ Ensure understanding of the search engine optimization (SEO)	<ul style="list-style-type: none">✓ Be responsible for digital advertising✓ Carry out tasks using email marketing✓ Be responsible for time management – ways of effectively dealing with requests, time saving strategies, identifying and eliminating time-stealers✓ Ensure understanding of how paid search (PPC – Pay-per-Click) with Google Ads works✓ Deal with digital PR and content marketing✓ Deal with affiliate marketing✓ Collaborate with various influencers for advertising purposes✓ Monitor chatbots and automation
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<ul style="list-style-type: none"> ✓ Carry out tasks using organic social media marketing (including YouTube) 	<ul style="list-style-type: none"> ✓ Be responsible for budgeting and optimization ✓ Be responsible for ROI – measuring the effectiveness of digital marketing campaigns
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Module 1 Assessment:

The learner will be assessed in two ways:

- Written test which will carry 40% of the total marks
- Project/Assignment and then present it through a short presentation. This will carry 60% of the total marks

An ongoing assessment for learning by way of oral and practical exercises will take place throughout the entire unit, to assess and consolidate the learning being covered.

Trainees are required to obtain a pass mark (45%) in both the Project/Assignment and the Written Assessment.

The Malta Further and Higher Education Authority (MFHEA) deems this certificate to be at Level 4 of the Malta Qualifications Framework and the European Qualifications Framework for Lifelong Learning. This course comprises study modules to which a total of 2 ECTS points are assigned.