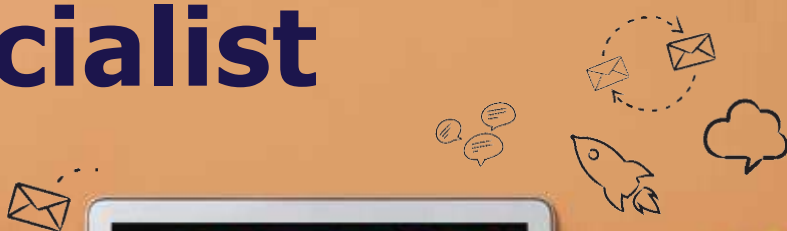




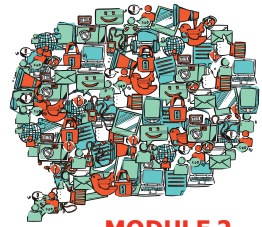
Diploma in Digital Marketing Specialist



MODULE 1

101 Manage Your E-Commerce Masterclass

Millions of dollars are transacted online every day via a multitude of online payment platforms, which was made possible via E-Commerce. As E-Commerce is constantly evolving to adapt, constantly changing to meet business needs across the world, this Masterclass is designed for Trainees who are looking to setup a eCommerce business.



MODULE 2

Ace Your Social Media Marketing Skills

As businesses move online, Social Media plays an important & integral part of a business. This Social Media Marketing course is designed for Trainees (brands / companies / marketing professionals / individuals / freelancers) to learn about Social Media Marketing tactics.

MODULE 3

A Strategic Social Media Masterclass



Take control of your Social Media platforms and manage them professionally to maximize your business opportunities. This Social Media Management course is designed for Trainees (brands / companies / marketing professionals / individuals / freelancers) to learn how to control your engagement and ROI.

MODULE 4

#1 (SEO) Search Engine Optimization Specialist

Search Engine Optimization (SEO) is a crucial element of today's online marketing. It is widely used to increase and improve the website traffic to your website via a search engine. SEO is commonly used to attract organic traffic (unpaid) from targeted searches like image search, news search or generic /specific industry vertical search engines.

MODULE 5

#1 (SEM) Search Engine Marketing Specialist

Search Engine Marketing (SEM) is a cost-effective way of generating highly relevant leads for your business. SEM provides much needed visibility for your online presence. The best thing about SEM is that it offers contextual targeting, which helps you to target audience based on their interests, location, demographics, time and so on.

You'll learn an overview of search engine marketing basics as well as some tips and strategies for doing search engine marketing right.

These powerful techniques are the standard bearer for any competent Digital Marketing professional and are constantly evolving as the Digital Economy transforms our daily lives.

This course will enable learners to manage and monitor Search Engine Optimization (SEO) campaigns for the organisation's digital assets and contents across channels and conduct analysis on performance of SEO campaigns.



MODULE 6

Content Management with WordPress

Content management (CM) is the process for collection, delivery, retrieval, governance and overall management of information in any format.

Used to manage and publish web content, allowing multiple users to contribute, create, edit, publish without having to dependent to a developer.

Helps you implement a comprehensive content marketing strategy and weave content into your commerce strategy.

MODULE 7

Business Data Analytics

Business analytics focuses on the larger business implications of data and the actions that should result from them, such as whether a company should develop a new product line or prioritize one project over another.

The term business analytics refers to a combination of skills, tools, and applications that allows businesses to measure and improve the effectiveness of core business functions such as marketing, customer service, sales, or IT.

Minimum Entry Requirement

1. Minimum 17 years old and above
2. Pass in English at O Level or equivalent
3. At least 1 GCE O Level or equivalent

HOW TO APPLY

The following procedures are to be adhered to when applying for a programme with Stag Match Institute.

- Step 1 : Pre-admission counselling and programme application
- Step 2 : Evaluation of application and application acceptance
- Step 3 : Fees payment

MODES OF PAYMENT

All payments must be made in Malaysia Ringgit (MYR) and payable to "Stag Match Education Sdn Bhd". Payment can be made by PayNow, or Bank Transfer,

PayNow or Bank Transfer payments, please refer to the following details;

Account Name : STAG MATCH EDUCATION SDN BHD
Name of Bank : United Overseas Bank (UOB)
Account No. : 2233070957



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