



» Professional Certificate

# Digital Marketing

London, Liverpool and Brighton

## Master digital marketing essentials with our expert-led short course

Developed in collaboration with the Digital Marketing Institute, get equipped with the tools needed to grow your skill set in the digital world. This course blends real-world examples with actionable strategies.

### Who is it For?

**This course is perfect for:**

- › Recent Graduates eager to improve their digital skills for the job market
- › Language Learners of English who want to communicate professionally
- › Small business Owners looking to implement effective digital strategies
- › Career Changers interested in switching to digital marketing roles
- › Traditional Marketers looking to expand their skillset

### What will you learn?

Digital Marketing in the Era of AI

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Content Marketing

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Social Media Marketing

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Search Engine Optimisation

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Paid Search (PPC) using Google Ads

Display & Video Advertising

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Email Marketing

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Website Optimisation

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Analytics using Google Analytics

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Digital Marketing Strategy

-  **AI generation skills**
-  **4 weeks**
-  **Company visit and industry guest speaker**
-  **Group project and final presentation**
-  **Classroom lecture format**



Currently Digital Marketing in London is accredited by the British Accreditation Council as a Short Course Provider.

### 2025 start dates:

London:

3 Feb, 3 Mar, 7 Apr, 6 May, 2 Jun, 7 Jul, 4 Aug, 1 Sep, 6 Oct, 3 Nov

Liverpool:

3 Feb, 7 Apr, 2 Jun, 4 Aug, 6 Oct

Brighton:

6 May, 7 Jul, 1 Sep, 3 Nov  
Entry level: 18 years and older/ Level 5  
(Bayswater)/B1+ (CEFR) Requirement

### Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend academics with real-world experience and soft skills, to empower students to create the life they want to live.

### Certificates we offer in the UK:

- › Digital Marketing
- › International Business Management
- › Luxury Brand Management
- › Customer Experience Management

### Stack your skills

Our certificates act as micro-credentials. Micro-credentials are focused learning that allows you to quickly build up your skills. Get ready for the future of work with us.

## Benefits

Lifetime membership to the Digital Marketing Institute (DMI) and 6 months DMI Professional Membership access

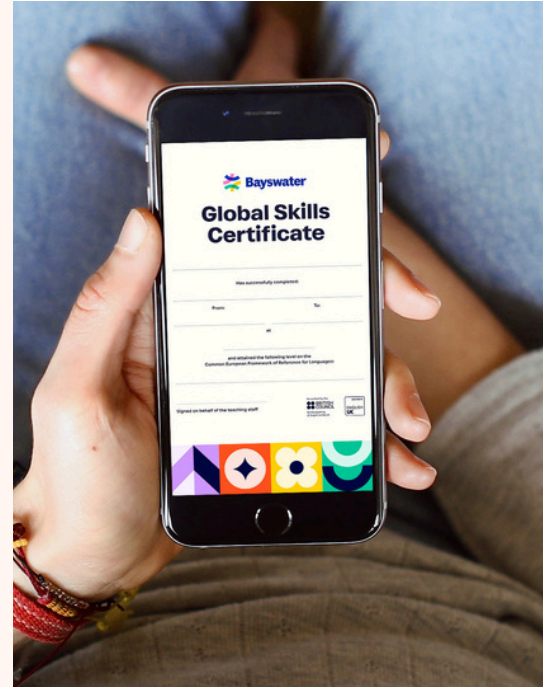
Additional certificate from the DMI: Digital Marketing Associate



## The Bayswater advantage – Get global skills when you study with us

By enrolling with us, we'll additionally upskill you in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional Global Skills Certificate (digital) that recognises these new skills, and allows you to add them to your resume.

You will also get the opportunity to add further skills like Volunteering, Networking, Leadership and Employability, and gain a digital badge to link to LinkedIn. This will help you stand out to potential employers.



## Sample Digital Marketing Timetable 2025\*

	Monday	Tuesday	Wednesday	Thursday	Friday
	14:10 - 17:30 PM				
Week 1	Introduction to Digital Marketing	Content Marketing	Group project	Social Media Marketing	Tutor-led group project & feedback
Week 2	Paid Search (PPC) using Google Ads	Display & Video Advertising	Group project	Email Marketing	Tutor-led group project & feedback
Week 3	Search Engine Optimisation	Guest speaker	Group project	Company visit	Tutor-led group project & feedback
Week 4	Website Optimisation	Analytics using Google Analytics	Group project	Digital Marketing Strategy	Tutor-led group project & feedback

\*Class times may vary depending on start date.



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