

Professional Certificate in Digital Entrepreneur

CPD Programme (Short Course)



What is CPD?

Continuing professional development (CPD) is the intentional maintenance and development of the knowledge and skills needed to perform in a professional context. This could mean honing current skills, it could mean developing them to a new level, or it could mean learning new ones that will allow an employee's job role to expand or prepare them for potential promotion.

CPD activities can range from formal educational activities such as instructor-led training courses, workshops or seminars, to more informal approaches such as work-based learning or mentoring. CPD can also include self-directed study such as e-learning courses and structured reading.

CPD can be provided by specialist companies (e.g. commercial training providers, independent coaches), or provided internally, in particular by larger organisations.



Interested in this course?

We are more than happy to share.
Email us or give us a call.

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Course Objectives

This course will create the awareness of the concept of digital marketing and help in developing and applying in depth knowledge of each concept of digital marketing and ways to engage with your ideal customers on social media so that they get to know and trust you and are more likely to buy from you. It will also enable to review key goals, and choose low-cost tactics that will allow to achieve those goals

Learning Outcome

This course will allow participants to identify your current marketing goals and define your marketing budget, so that you have a clear path forward and plan useful content to attract leads who will value your products and services and to whom you can market your offers. Additionally finding ways to establish and develop relationships so that you have access to engage potential customers and industry partners.

Program Details

Type of Training

Online / Coaching / Visual

Skill Focus Area

Entrepreneurship and Digital Marketing

Duration

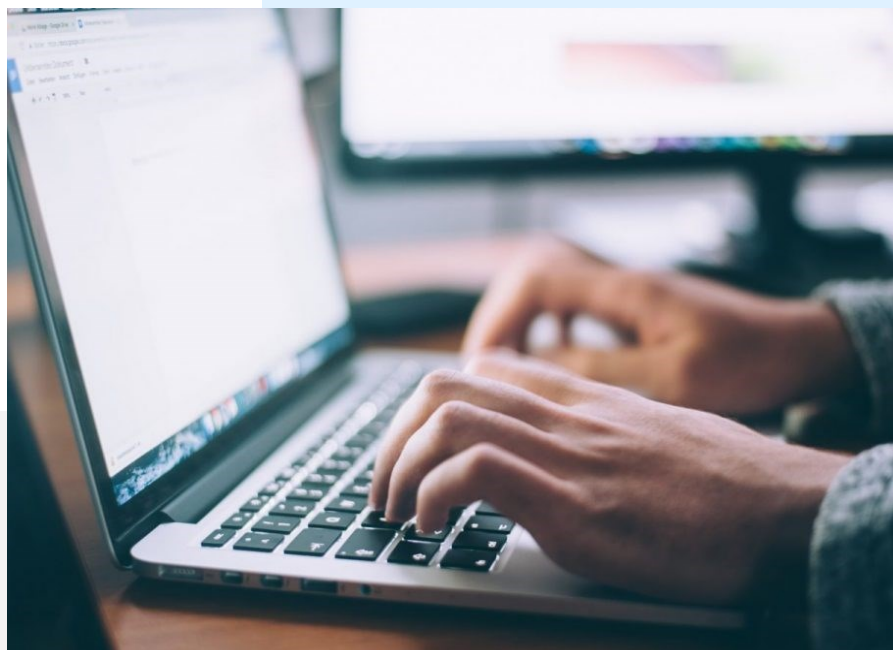
5 days / 20 hours

Methodology

Lecture & Case Study

Approximate number of participants

25 - 50 participants



Module Listings

Chapter 1

Introduction to Digital Marketing Tools & Strategies

Chapter 2

Social Media Marketing

Chapter 3

Content Marketing & Video Marketing

Chapter 4

Copywriting to sell your product & services

Chapter 5

Web Development & Search Engine Optimization (SEO)