

'DIGITAL MARKETING'

Become a Certified Digital Marketing Professional

UK Diploma, approved by International Accreditation Organization (IAO)

Perfect for someone new to digital marketing or looking to move into a digital marketing role.



Academy for Professional Qualification, in association with e-Career and Bangladesh Brand Forum introduces in Bangladesh

'Certification on Digital Marketing'

INTRODUCTION

As the commercial world has moved online, marketing professionals have had to adapt to stay competitive by gaining the expert skills needed to succeed in digital marketing. For many organizations, digital marketing has evolved from a set of tactical actions into a significant element of strategy. This course will provide you with an in-depth consideration of digital communication and digital marketing capabilities that can be embedded within strategic marketing planning.

Bangladesh Brand Forum in association with Academy for Professional Qualifications introduces in Bangladesh this course. This will develop the knowledge and understanding of basics of marketing, advertisement, digital marketing tools and tactics which can be used effectively in an online environment.

This comprehensive Course would be a perfect foundation for any budding marketer or advertisement professional to build their career in this powerful industry.

PURPOSE OF THE COURSE

- This course provides insight into how organizations can implement core marketing and digital marketing capabilities into strategic marketing planning.
- It outlines how an understanding and analysis of the macro- and micro-environments can enable organizations to assess the impact of the disruptive digital landscape in delivering objectives, in order to develop strategies.
- It provides recognition of how creating digital marketing mixes can enable organizations to respond with agility to market needs.

TRAINING METHODOLOGY

- This Course is offered via distance learning in Bangladesh. We are offering blended Learning - the perfect blend of Face-2-Face virtual classes, physical workshop, assignment and supported independent learning.
- Our tutors are based in England and all are hand-picked not just for their skills as educators and motivators, but also for their years of real-world experience working in their chosen sector.
- The eLearning will be delivered via an advanced online learning management system. You can access it from anywhere, at any time using a PC or smartphone.

COURSE PRE-REQUISITES

- No qualifications or marketing experience is required. However, some work experience would be advantageous.
- The student will typically be operating in a wider marketing role and will be required to integrate digital solutions into the marketing plan.
- Prospective candidates must have Bachelor's degree in business studies with strong proficiency in English.

OVERARCHING LEARNING OUTCOMES

The marketing world is a constantly evolving and increasingly important discipline within the modern business environment. This course will enable you to build essential skills in order to identify, integrate and monitor effective tactics to deliver enhanced marketing activities.

Session 1: **Introduction and Communication**

Marketing Landscape and the disruptive digital environment

Session 2: **Introduction to social media marketing**

Basics of Marketing with Social Media and Marketing Tools

Session 3: **Workshop on Google and Facebook**

Google Analytics, SEO, SEM, and Facebook marketing

Session 4: **Planning, monitoring and Strategy**

RACE Model and other tools

WHAT WILL YOU GET?

- **Internationally recognized Qualification – Diploma issued by e-Career (UK) and Certification by BBF Centre of Knowledge & Innovation**
- Free access to two BBF events (approx. value BDT 30,000)
- Membership of BBF Knowledge Centre (Value BDT 18,000) with access to the resource base (Library, Computer Centre, Audio & Video Database) and get complimentary copies of BBF magazine

CLASS SCHEDULE

- This is a 2 weeks program, students will get 10 hours of live tutoring and 15 hours of online contents. This course will be fully supported by online self-learning with unlimited access to the advanced online learning management system
 - Friday, April 20, 2018 4.00pm to 7.00pm (session 1) – Tanvir
 - Saturday April 21, 2018 3.00pm to 5.00pm (session 2) – Peter
 - Saturday April 28, 2018 2.00pm to 5.00pm (Workshop) – Peter & Natalie
 - Sunday, April 29, 2018 7.00pm to 9.00pm (session 4) – Tanvir & Natalie
- Students will attend the classes from their own place, no need to travel to any specific location! The workshop will take place at BBF Knowledge Centre

APPLICATION PROCEDURE & COURSE FEES

- Course fee is £235 +VAT per person.
- Registration with Bangladesh Brand Forum and payment to be made online at <https://professional-qualifications.org/bbf-digital> or to Brandzeal.
- **NOTE: The course demands a mandatory presence on each class day and also pass the online assessment to get the certification.**

KEY RESOURCE PERSONS

- The course module has been developed by e-Career, United Kingdom. E-Career has delivered 400,000+ course in 50+ countries since 2011.
- E-Career partner with organizations like Microsoft, Adobe, CISCO, CIMA, PMI, six sigma, Dummies, Reed, Monster and many more for content development.
- The course leader is Tanvir Ahmed and course will be delivered by Peter Sumpton John Chacksfield, and Natali Georgieva. They all are highly experienced digital marketing professionals and expert trainers.



TANVIR AHMED (MCIM): Strategic marketing professional with years of experience in brand marketing, with a track record of successes across operational and global marketing roles. He has a wide portfolio of experience in the most competitive markets in both developed and emerging world. He is highly passionate about global marketing & disruptive innovation. He is the founder of Academy for Professional Qualification, a writer and a coach.

PETER SUMPTON: Over the past 10 years Peter has worked with various organizations from SMEs to large multinational PLCs in a number of different market sectors. As a Chartered Marketer, he covers the entire marketing genre from strategic planning to creative thinking and consumer engagement and has been a tutor of CIM qualifications at various levels offering students guidance and advise.



JOHN CHACKSFIELD: An entrepreneurial, analytical and commercial T-Shaped marketing professional with extensive strategic and tactical experience and a broad set of skills in traditional and digital marketing. Experienced in digital marketing campaigns and digital marketing strategy planning, tactical campaigns. He is an experienced speaker and digital business mentor.



NATALI GEORGIEVA: A marketing practitioner with years of experience across a wide range of industries. She also has a long training & academic background and student advisor for Academy for Professional Qualification's Chartered Marketing Institute (CIM)'s courses.



CONTACT DETAILS

For application and other information please contact:

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