

ICDL Digital Marketing

Applying for this course:

To apply for this course, you should have completed compulsory schooling and ideally hold at least an 'O' Level standard of education in order to allow you to follow terminology and course notes with greater facility. In case of any difficulties regarding the entry requirements kindly contact us on qa.jobsplus@gov.mt.

Course Duration

This course is of 12 hours duration and consists of one Module - (including 45-minute assessment)

General pedagogical guidelines and procedures for this course:

The delivery of this course will be mainly held through a series of practical, hands-on exercises. The trainer will be holding lessons with the learners in a computer lab set-up, which will consist of various discussions and client-specific case studies.

This course can also be delivered online. In such cases, the learner is required to have a working camera and a working microphone.

General assessment policy and procedures for this course:

The learner will be assessed through an ongoing assessment for learning by way of oral, written or practical exercises that will take place throughout each module, to assess and consolidate the learning being covered. The learners will also be given a mock test prior to the actual assessment.

The final assessment is carried out in one of the computer labs since the assessment needs to be conducted on a PC.

Module 1 Learning Outcomes- Digital Marketing

✓ Understand key concepts of digital marketing, including advantages, limitations and planning	✓ Use a social media management service to schedule posts and set up notifications
✓ Understand various web presence options and how to select appropriate keywords for search engine optimisation	✓ Understand various options for online marketing and advertising, including search engine, e-mail and mobile marketing
✓ Recognise different social media platforms, and set up and use common platforms	✓ Understand and use analytics services to monitor and improve campaigns
✓ Understand how effective social media management assists in promotion and lead generation	

Module Assessment:

A summative assessment will be held at the end of the unit. This will take the form of an online assessment based on multiple choice questions and simulations. This assessment will be on a Pass/Fail basis.

The duration of this assessment is of 45 minutes and the pass mark is that of 75%.