

Postgraduate Diploma in Digital Marketing

Awarded by
University of California
Irvine Extension





Accelerate your Career

Improve Your Career Options with a
Professional Postgraduate Diploma

University of California, Irvine Extension's professional Diplomas and Specialised Studies Programs will help you increase and enhance your current skills, or prepare for a new career. Courses are highly practical, and instructors are qualified leaders in their field. Convenient online courses make it easy to learn on your own time, in your own way. A certificate bearing the UC seal signifies a well-known, uncompromising standard of excellence.





Program Benefits

- Build effective online marketing strategies for customer acquisition, conversion and retention
- Integrate key analytics and consumer browsing behaviour into your online marketing efforts
- Drive more traffic to a website with search engine marketing (SEM) techniques, including search engine optimisation (SEO) to enhance organic search results and master paid search tactics
- Track and measure online marketing campaigns using website analytical services
- Apply Web 2.0, social media, mobile and emerging technologies as marketing and promotional tactics

Learn with OCM

Flexible learning options and expert support allows you to study at your own pace and in your own time.

Specialise in Digital Marketing

Learn how to integrate new tactics and strategies with traditional marketing tools and practices aimed at capturing new customers, building customer loyalty, providing superior customer service, developing new products, improving profitability and conducting marketing research.

Study online visitor and buyer behavior, social media profiling, digital analytics and mobile marketing trends. Discover digital marketing strategies and develop plans with the goal of maximising your marketing budget. Explore the latest tools and techniques for monitoring and engaging with consumers online.

Who Should Attend

This certificate program is intended for professionals tasked with improving a brands online presence, running successful online marketing campaigns, utilising search marketing and reporting actionable web analytics. This program will also interest those advancing a career in marketing by clearly defining the tactics and technologies integral to planning and implementing a successful Internet marketing strategy from an organisational perspective. While this program is not focused on technical skills (such as developing software), it will introduce students to the key technologies that Digital Marketers use to achieve business objectives.

Certificate Requirements

To earn the Postgraduate Diploma in Digital Marketing, participants must complete six (6) required courses and a minimum of five (5) units of elective courses, for a total of sixteen (16) units or 160 hours of instruction with a grade of "C" or better. All requirements must be completed within five (5) years after the student enrolls on their first course. Students not pursuing the certificate program are welcome to take as many individual courses as they wish.

Exemptions

Up to three exemptions are available from the courses of the Postgraduate Diploma in Marketing for certified prior knowledge in digital marketing and business marketing.

Curriculum

Required Courses (6)

Digital Marketing Concepts (2 units)

Gain an overview of the business value of digital marketing and how it can be leveraged to achieve acquisition, conversion and retention of online customers. Examine the broad array of interactive marketing strategies including search marketing, display advertising, email marketing, website optimisation, social media, mobile marketing, online analytics, and other online methods used to achieve business goals.

- Introduction to Internet Marketing
- Online Measurement & Analytics
- Online Acquisition
- Online Conversion
- Online Retention
- Social Media Marketing
- Mobile Marketing

Social Media and Online Audience Profiling (1.5 units)

Examine qualitative research methods to monitor social media demographics, and learn to identify the social media applications and strategies best suited for reaching specific targets. Explore the techniques and best practices for identifying and engaging your audience to ensure the effectiveness of resources spent on social media, public relations, branding and marketing efforts.

- The Magic of Networks
- Breaking down your audience into a persona
- Begin Research Evaluating the Environment for Potential Impact
- Evaluating Research, Identifying Net Promoters and Fine-Tuning the Persona
- Putting it all together: From Research to Action

Digital Analytics and Metrics (2 units)

Explore key online analytics and measurement principles for understanding the performance of websites, social media campaigns, mobile applications, online video, and other online marketing investments. Study techniques and best practices for measuring and interpreting data, developing analysis and effective reporting, segmenting visitor information for improved experiences, and identifying the key performance indicators which can drive proven business return on investment.

Introduction to Web Analytics

- The Awesome World of Traditional Web Analytics
- Identifying Key Performance Indicators
- Revealing the “Why”
- Fundamentals of Testing and Optimisation
- Competitive Intelligence
- Emerging Technologies – Video, Mobile, and Social Media

Search Engine Marketing Strategy (1.5 units)

Learn the technologies, techniques, and strategies required to achieve high rankings on search engines, and why search engine marketing is one of the most cost effective promotional strategies available. Compare and contrast organic search engine optimisation practices with pay-per-click strategies. Examine how to select the best methods, and create an effective search engine marketing campaign to achieve promotional goals.

- Introduction to Search Marketing
- Search Keyword Planning
- Organic Search Marketing
- Paid Search Marketing
- Integrated Search Marketing

Strategic Social Media Planning (2 units)

Develop a social media strategy and gain a complete understanding of the POST (people, objectives, strategy, and technology) process. Learn effective audience profiling techniques using technographics and social computing behaviors. Explore cohesive strategies that integrate social media into sound business practices and methodologies for implementing social media channels to achieve organisational business and brand objectives.

- Social Media & Strategy Overview
- Buy-in & Culture | SWOT Analysis | Goals & Objectives
- The Strategic Process
- The Strategic Process – Branding, Engagement, Voice
- Categories & Tools | Content Strategy
- Integration | Social Media Policy
- Conversion | Measuring & Monitoring | Social Media Plan

Optimising Brand Online Presence (2 units)

Gain an overview of methods, technologies and strategies for improving the performance of websites and other online properties. Explore how effective site optimization and personalisation programs improve the relevance of content and increased online engagement to yield positive returns. Learn techniques to avoid common obstacles to optimising conversion, as well as the primary components of an effective site optimisation program including: A/B and multivariate testing, audience segmentation and experience personalisation via content targeting and recommendations.

- Introduction to Website Optimisation and Personalisation
- Data-driven Website Optimisation
- Voice of Customer and Testing
- Understanding Your Audience
- Personalising Your Web Experience
- Optimising Mobile Experiences and E-mail
- Selling Your Plan to Your Organisation

Elective Courses (Minimum of 5 Units)

Digital Display Advertising (2 units)

Learn to create, plan, and buy effective display advertising. Explore how to use social media, mobile, and digital outdoor displays to effectively create media plans and develop storyboards for art direction and performance testing. Ad networks, video banners, demand side platforms, auction-based displays, testing and optimisation, behavioral advertising, privacy issues, and dynamic display ads will also be explored.

Effective Email Marketing (2 units)

Explore how email marketing can be used to reach millions of consumers at a relatively low cost, and deliver the highest return on investment (ROI) of all direct marketing channels. Gain the tools needed to test and optimize your email campaigns from email capture to sales conversion, including developing and managing email lists, implementing appropriate metrics to measure effectiveness, and analytic methods to support iterative improvement.

Mobile Marketing Strategy (2 units)

Gain a solid understanding of the mobile marketing landscape, examine the sector's rapid evolution, and consider current and future trends. Explore the technologies and terminology of mobile, as well as practical skills and best practices for usage. Articulate the benefits and opportunities of a mobile strategy, including determining how it fits into a multichannel approach, achieving stakeholder buy-in and design, and implementing and measuring a successful campaign.

Online Video Marketing (1.5 units)

Explore the future of online video marketing, addressing four components: compelling content, engagement interactivity, integrated analytics and guaranteed audiences. Learn to apply Web-video strategies to an organisation's marketing campaigns by creating powerful video content that will entertain, inspire and compel viewers toward action. Examine how to research and measure to appropriately distribute content across all channels from online ad networks and movie theaters to local TV outlets, optimising maximum performance.

Agile Marketing (1.5 units)

Learn the basic principles of Agile Marketing, which combine direct marketing and agile software development. Examine how offline direct marketing is infused with digital practices in obtaining feedback to allow for timely changes in marketing messages. Receive guidance toward overcoming organisational resistance and gaining adequate support.

Content Marketing (1.5 units)

Gain the knowledge and skills needed to design, develop, promote and manage profitable digital, mobile and social content marketing campaigns. Learn how to create compelling and engaging content to support the customer through the buyer's journey through the lifecycle. Designed for product managers, digital marketers, social media strategists and business leaders who wish to increase revenue, retention rates and marketing return on investment.

Social Media Measurement and Evaluation (1.5 units)

This course is designed for marketers and business people wishing to learn more about the measurement of social media tools. Social media usage is exploding, but many do not know how to measure its effectiveness as a marketing tactic. There are many analytics for review in social media ranging from Facebook fans and Twitter followers, to more challenging metrics such as sentiment analysis and influence.

Blogging as a Business Tool (2.5 units)

Examine how blogging is one of the best ways to update an organisation's website with pertinent and original content that can also be used as an effective sales tool. Learn how to blog, as well as, best practices that are specific to blogging for business in a marketing context. Address how to navigate and post in Wordpress, create and maintain a successful business blogging campaign, choose and write materials that will best suit a client or business, manage a workflow and use plugins. The importance of responding to comments and incorporating social media posting into a blogging strategy will also be explored.

"So far I have been able to use much of what I have learnt. This course has really been a huge bonus to my project"

R.B, Postgraduate Student 2014/15



This is a course every aspiring digital marketer should take. Easy to follow and clear to understand practical techniques and methods that you can apply at work the very next day.

The Certified Digital Marketer Program

The Digital Marketing Association has teamed up with UCI Extension to offer graduates of the Postgraduate Qualifications Certified Digital Marketer status and entry on the Certified Digital Marketer Program to offer continuous professional development for Digital Marketing Profession.

For more information on how to join the Association email membership@dmaglobal.com

Visit the DMA website at <https://www.dmaglobal.com>

Membership

All students studying on a UCI Qualification are offered membership with The Digital Marketing Association.

Study Options

The courses are available via online distance learning. This mode of study is completely flexible so delegates can study wherever and whenever they wish. Each module takes approximately 1 -2 month to complete and we expect most students to finish within 1 year.

Assessment

Delegates are assessed through individual assignment that is submitted to the instructor at the end of each course. Assignment format may vary and is generally in the form of either a report or project work. Online forum participation is also encouraged throughout the Diploma. Final grades are recorded on the student record at UCI as well as DMA. All assessment fees are included in the student fees.

Oxford College of Marketing

The Oxford College of Marketing is the independent training provider for the UCI Qualifications in the UK in 2016 in collaboration with The Digital Marketing Association.

For more information on start dates and registrations contact jane@oxfordpeg.com

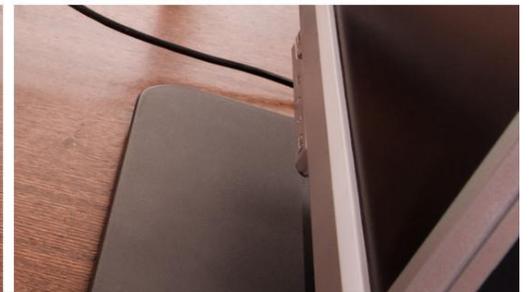
Tuition Fees include:

- Online access to the academic material via our Online Learning system
- Access to our dedicated support team via email, telephone, Skype and online live chat
- Personal Assignment tutor support with telephone and email support
- Webinars, podcasts and activities to test your knowledge
- Free access to OxLearn.com marketing videos
- Student membership with the Digital Marketing Association
- Access to UCI online webinars
- Assessment fees
- Exemption fees

Visit Oxford College of Marketing Website for more information on the UCI Courses.

<http://www.oxfordcollegeofmarketing.com/uci-courses/>

Master the tools and techniques of Digital Marketing and launch impressive online campaigns to engage with your audience!



The Oxford College of Marketing

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