

OUR ONLINE MARKETING COURSE

Aim of the course

Our Online Marketing course is aimed at people from diverse backgrounds who pursue a career in the digital industry. It aims to provide a broad overview of the different areas of online marketing with a strong focus on Social Media Marketing and SEO. The course is designed to meet the needs of career changers and qualifies people to start their careers in digital marketing on a permanent or freelance basis.

Time schedule

Mo-Do	Fr
Online Marketing class from 9am - 4pm	Mentoring & Language Class from 9am - 4pm

Overview

DURATION
12 months +
2 months internship

COURSES FINISH
Every 2nd month

AVAILABILITY
Berlin, Düsseldorf,
Hamburg, Leipzig &
Remote

LANGUAGE REQUIREMENTS
English or German min. B1

GENERAL REQUIREMENTS:
No Marketing knowledge required, good analytical thinking skills, at least a intermediate secondary school diploma, high school diploma or general university entrance qualification, successful completion of an orientation measure or assessment in the IT field.

Curriculum

Our Online Marketing curriculum is split into 4 different sections. The single modules are taught by different teachers whose subject area is that particular module. Furthermore, students work on real-life projects together with companies as their clients throughout the entire year.

Introduction

<p>Introduction to Marketing (2 weeks) Management & Business (1 weeks) Branding (2 weeks) Review (1 week)</p>	<p>Introducing the main components of a company, value creation, financing, microeconomics, pricing as well as into market research, targeting, branding and communication.</p>
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6 Weeks



Online Marketing Channels 1

<p>Graphic Design (2 weeks) WebDev (1/2 week) SEO (11 weeks) Analytics (2 ½ weeks) Evaluation & Bonus (1 week)</p>	<p>Introducing client servers and semantic HTML as well as Graphic tools such as InDesign. Furthermore, introducing optimization of websites to increase visibility in search engines and finally monitoring progress using Google Analytics, including the Google certification, an introduction to Google Tag Manager and Excel.</p>
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17 Weeks



Online Marketing Channels 2

Search Ads (4 weeks)
Display Ads (3 weeks)
Mobile Marketing (2 weeks)
Social Media (Organic & Paid)
(9weeks)

Learning how to properly structure a Google Ads account, target the right keywords, write perfect ads and build the most suited landing pages. Introducing targeting audiences with the right content, including the development of a content strategy and how to set up a budget. Learning about the usage of mobile marketing.

18 Weeks



Online Marketing Channels 3

Email Marketing (3 weeks)
Video Marketing (2 weeks)
Public Relations (1 week)
Affiliate Marketing (1 week)
Soft Skills and Professional Training (2 weeks)
Final Projects (2 weeks)

Introducing how to set up an efficient display strategy, attracting and engaging users and guiding them through the buying process. Learning how to communicate about a brand in public. Learning how to assess whether affiliate marketing is meant for a certain business or not and how to choose the perfect influencer. Introduction into email marketing. Working on Soft Skills as well as on presenting the projects students have worked on together with companies during the year.

11 Weeks

Where do graduates work?

Graduates work in positions such as (Junior) Digital Marketing Manager, Content Creator, E-Commerce Manager, SEO Manager etc.

What else do we offer?

Besides teaching digital marketing skills, we focus on the entire package. Therefore, our courses include working on practical projects with real companies, mentoring, language courses (English & German), soft skills training and job coaching.

SOFT SKILLS

Aim:Introducing the fundamentals of communication within teams and conflict communication, basic concepts of intercultural competence and team dynamics as well as the fundamentals of good presentations. Developing a growth mindset and strengthening participant's self-marketing abilities.

64
Lessons

LANGUAGE COURSES GERMAN/ENGLISH

Aim: Enabling participants to improve their language competence in workplace-oriented situations according to the Common European Framework of Reference for Languages (CEFR). Improving listening and understanding skills, writing and reading skills as well as their conversational skills.

200
Lessons

MENTORING

Aim: Practically deepening the contents learned in the course and expanding skills and competences through practical projects and exercises under the supervision of a teacher. Independently developing and implementing solutions to problems.

96
Lessons

Want to learn more?

Our Career Success team looks forward to partnering with you and helping you find your perfect match.

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