



# Online Marketing Course

12 months + 2 months internship  
courses finish every 2nd month

English (min. B1)  
German (min. B1)

Berlin. Düsseldorf. Hamburg. Leipzig.  
Frankfurt. Munich. Online.

## 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.

## 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 curriculum is split into 6 different modules. Each module is taught by a different teacher whose expertise is that particular subject. While studying, students work on real-world projects in groups. At the end of each module, the groups pitch their ideas to a partner company. Building their teamwork, presentation and time management skills.

### Understanding Online Marketing

Introduction module. Learning and understanding the principles and general conditions of Marketing to understand customers, build a brand and foster the success of a company on the market. Learn about the positive impact of digital marketing on business growth.

4 Weeks

### Campaign Management

Learning how to plan organic and paid marketing campaigns. This includes monitoring and optimizing campaigns and measuring their success against SMART goals for B2B and B2C business models.

1 Week

### Website Maintenance and Optimization

Learning how to ensure that a website and its landing pages are optimized well enough for their marketing campaign, regardless of its goal (awareness, consideration, conversions). Learning tool-independent visual design theories and principles to create marketing materials (banners, social media artwork, etc.) that are consistent with a brand's image.

3 Weeks



### Measuring Success

Providing students with analytical thinking skills to help them confidently navigate the sea of data to make data-driven decisions.

3 Weeks

### Organic Marketing

Learning about a range of channels that can be used alongside other paid marketing efforts to achieve their company's goals.

9 Weeks

### Paid Marketing

Learning how to use different performance-based channels, namely Google Search Ads, Google Display Ads and Affiliate Marketing, to get the most favorable return on a company's investment.

9 Weeks

### Social Media Marketing

Developing essential skills and tactics that will enable one to use social media as both an organic and paid medium for effective customer communication and community building that drives business results.

9 Weeks

### Final Project

Developing a comprehensive marketing campaign for a DCI-affiliated company, with the chance that the winning campaign will be selected for real-world use.

7 Weeks



MO - DO / 9 AM - 4 PM Online Marketing Class

FR / 9 AM - 4 PM Mentoring & Language Class

### 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

## In what positions 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.



**Want to learn more?**

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



**Interested or got any questions?**

Just contact us under:

[career.success@digitalcareerinstitute.org](mailto:career.success@digitalcareerinstitute.org)