Imperial College Business School | Executive Education

Professional Certificate in Digital Marketing

Overview

The constantly evolving digital ecosystem has brought about significant changes in consumer behaviour. As more buyers across all demographics continue to spend time online, the digital adoption and transformation that were projected to happen over several years have now become reality in a matter of months. Needless to say, it is imperative brands are present and visible online, where customers are looking for products, experiences, and activities. Effective digital marketers who can devise powerful digital marketing strategies for brands are in demand now more than ever.

Imperial College Business School Executive Education has designed the Professional Certificate in Digital Marketing, an immersive, online programme, to meet this need. This 21-week programme will provide you with in-depth knowledge of the latest digital marketing tools and techniques. It will also help you understand ways to leverage digital marketing channels and consumer analytics, develop a deep insight into consumer behaviour, and effectively market to your customers.

Over the course of this programme, you will not only benefit from the deep knowledge of the expert faculty, who are also advisors to a wide range of global organisations, but also gain an opportunity to enhance your job portfolio with a verified digital certificate from Imperial College Business School Executive Education.

The programme comprises video lectures, hands-on learning, and personal support from programme advisors to help propel your career in digital marketing. As a part of the capstone project, you will complete a strategic plan to implement digital marketing initiatives within your own organisation.

74% Digital spending's share of the total media ad spending in the UK by 2023
Source: eMarketer, 2019

Key takeaways

This programme will enable you to:

- **Gain** an in-depth perspective on the digital marketing tactics needed to succeed in this field
- **Discover** how emerging analytics, tools, and technologies can be leveraged to gauge consumer behaviour
- **Build** comprehensive roadmaps for your clients to support their digital marketing efforts
- **Understand** customer-segmentation strategies and devise ways to improve customer experience
- **Gain** insights on the latest artificial intelligence (AI) developments and how these relate to digital marketing
- **Stay up to date** with the latest developments in the continually evolving field of digital marketing
- **Introduce** and lead digital marketing initiatives within your own organisation

Who is this programme for?

The Professional Certificate in Digital Marketing is suitable for:

Early- to mid-career marketing professionals seeking to develop a comprehensive understanding of digital marketing to accelerate their career. Titles may include marketing manager, marketing analyst, brand manager, communications manager and sales and marketing assistant

Job seekers and career switchers looking to make a formal switch into digital marketing. Titles may include professionals both within and outside of the marketing field

Consultants aiming to strengthen their knowledge of digital marketing tools and strategies as a way to develop better solutions for their clients. Titles may include principal consultant, digital marketing consultant, marketing consultant and digital strategy consultant

Business owners in pursuit of digital tools and frameworks that they can add to their existing marketing efforts to enhance their results

£50,217 Average salary for a Digital Marketing Manager in the UK
Source: Glassdoor, August 2021

116% Increase in demand for marketers with paid social media skills over the last year
Source: Marketing Week, Feb 2021

What you will learn

Week 1: Introduction

Get an overview of the programme content and the learning platform. Meet fellow participants and prepare for the programme ahead.

Week 2: Customer Behaviour, Segmentation, and Journey Mapping

Learn the basic concepts of consumer psychology and develop your understanding of customer behaviour. Develop strategies for improving buyer satisfaction.

- Become familiar with different customer-segmentation strategies.
- Learn to map target personas and their brand-related user journeys.

Week 3: Online Product Positioning

Explore ways to position your products online. Strengthen your brand's connection with your customers by building trust, love, and respect.

- Develop the skills to garner attention and interest in your brand, online.
- Generate communication strategies that deepen customer interaction levels with
  your brand.

Week 4: Paid Search

Identify the relevance of paid search in the user journey. Gain experience with budget setting and measuring results.

- Set up paid search campaigns for your brand.
- Become familiar with paid marketing concepts including keyword research and ad targeting strategies.

Week 5: Search Engine Optimisation (SEO)

Understand where SEO fits in the user journey. Learn about the various components of SEO such as keyword research and on-page optimisation. Identify ways to measure results.

- Implement organic search algorithms.
- Understand social signals and user behaviour.

Week 6: Content Marketing

Identify the role of content in creating a dynamic digital marketing strategy. Become familiar with the various components of content management including planning, creating SEO content, using social media, and email marketing.

- Understand gated, triggered, and repurposed content.
- Develop strategies for measuring success.

Week 7: Email Marketing

Understand the importance of email marketing in an overall marketing strategy. Learn about the role of email service providers, opt-in rules, email design, and copywriting.

- Know more about customer segmentation and targeting.
- Explore automation, triggering, and email analytics.

Week 8: Winning the War of Attention and Online Advertising

Acquire strategies to manage customer apathy. Gain techniques for breaking through the clutter of online advertising and effectively reaching your consumers.

- Get an understanding of the psychological barriers that can affect customer buying decisions.
- Develop tactics for winning customer attention.

Week 9: Online Customer Engagement I

Understand how customers engage with brands, including voluntary participation and word-of-mouth marketing. Understand the role of influencers and advocates.

- Learn about the importance of brand transparency.
- Explore the need for social monitoring to achieve better brand engagement.

Week 10: Online Customer Engagement II

Explore ways of gaining customer attention online. Learn strategies for effectively converting their attention into sales.

- Learn about persuasive online engagement.
- Explore new ways to keep your customers interested.

Week 11: Social Media Marketing I – Paid and Organic

Evaluate the power of social media in influencing the user journey and understand organic reach and paid searches within this context.

- Plan focused paid search campaigns to deliver results.
- Learn about factors that drive social engagement and measure their outcomes.

Week 12: Social Media Marketing II – Platforms

Become familiar with the plethora of social media platforms and the adoption rates and growth opportunities for each of them. Gain insight into future platforms, that could change the marketing landscape.

- Explore emerging social media platforms.
- Differentiate between social and messenger platforms and identify ways to leverage each.

Week 13: Customer Segmentation in the Age of Big Data – Art, Science or Both?

Learn about the various customer segmentation strategies in the age of big data.

- Understand k-means algorithms.
- Understand the use cases of R software through a case study.

Week 14: Artificial Intelligence in Digital Marketing

Understand how and when to use predictive analytics to drive actionable insights. Conduct image analyses and become familiar with the concept of neural networks.

- Get hands-on experience with the applications of R software.
- Explore various AI and web analytics techniques.

Week 15: Digital Performance Metrics – How to Win Consumers' Minds, Hearts, and Sales

Differentiate between awareness-building and performance-driving activities.

- Understand purchase funnel metrics and how to market to customers at each level.
- Understand the use cases of R software through a case study.

Week 16: A/B Testing

Understand the process of A/B testing and evaluate how A/B testing experiments can be used to make decisions pertaining to product modifications.

- Identify the practical concerns and challenges of A/B testing.
- Learn the practical applications of R software.

Week 17: Sentiment Analysis

Gain a basic understanding of sentiment analysis. Discuss the basic terminology and processes involved and learn to make decisions based on the analysis.

- Analyse sentiments from extracted data.
- Learn the applications of R software in extracting Twitter data and analysing sentiments.

Week 18: Brand Management in the Digital World

Learn about the customer-based brand-equity model. Understand the science of branding and storytelling.

- Learn about cognitive and affective strategies.
- Use means-end chain analysis.

Week 19: Managing Customer Relationships

Understand the economics of customer loyalty and learn about the most effective strategies to use online. Explore ways to build and maintain customer relationships online.

- Learn about various gamification strategies.
- Gain an understanding of the hook model.

Week 20: Frameworks for Implementing Digital Marketing

Learn about the various objectives, strategies, tactics, actions, and control methods relating to digital marketing. Understand methods to integrate the various components for effective brand reach.

- Learn about and apply the SOSTAC framework in digital marketing.
- Conduct situational analyses.

Week 21: Capstone Project

Develop a complete strategic plan for implementing digital marketing initiatives in your own organisation, as a culmination of what you have learned on the course.

Case studies

Case studies and industry examples featured in the programme will help you better understand customer behaviour and the use of analytics in customer segmentation and targeting.

STARBUCKS

Learn how the world's largest coffeehouse chain gauges customer behaviour through psychographic and job-related segmentation.

AIRBNB

Analyse how the online marketplace for lodging and vacation rentals uses the statistical programming tool R to generate product insights, interpret experiments, and build predictive models.

OLD SPICE

Discover how P&G rekindled consumer interest in Old Spice through distinct, non-traditional marketing approaches with the "Smell Like a Man" (SLAM) campaign.

TARGET

Understand how the retail giant's powerful targeted marketing campaign backfired when a customer found out his teenage daughter was pregnant. Evaluate the pros and cons and the need to exercise caution when deploying marketing techniques.

Programme faculty

Professor Andreas Eisingerich
Programme Director
Imperial College Business School

Andreas Eisingerich is a Professor of Marketing at Imperial College Business School and the Head of the Department of Analytics, Marketing, and Operations. He holds a PhD and a master's degree from the Cambridge Judge Business School, and a bachelor's degree from the London School of Economics.

Professor Andreas focusses on brand attachment, consumer engagement, service innovation, and digital marketing strategies. His current research projects are on the effective use of cognitive behavioural therapy and gamification in the context of mobile health solutions. His research also focusses on the design of digital applications for enhanced user wellbeing, consumer attachment to digital offerings, reducing the demand for illegal wildlife products, psychological ownership in a sharing economy and consumer relationships with brands in various business and industry contexts.

Daniel Rowles
Imperial College Business School

Daniel Rowles is a Lecturer at Imperial College Business School, Chief Executive Officer of TargetInternet.com, and Director of the Imperial Digital Transformation Strategy Programme. He is also a Course Director at The Chartered Institute of Marketing and a certified trainer for the Squared Online Digital Marketing Course developed with Google and powered by Avado. Daniel has over 20 years experience in digital marketing, working both on the client side and within the agency environment.

Dr Gokhan Yildirim
Imperial College Business School

Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School. He received his PhD in Business Administration and Quantitative Methods with a major in Marketing from Carlos III University in Madrid. He also holds a BA in Business Administration from Marmara University in Turkey. Dr Gokhan's research focus is measuring and improving marketing returns on investments. He examines strategic problems such as long-term effectiveness of digital and non-digital marketing efforts, marketing resource allocation in cross-channel environments and linking consumer mindset metrics to financial performance. Dr Gokhan uses applied time-series econometrics and dynamic programming tools to offer insights into these topics.

Dr Omar Merlo
Imperial College Business School

Omar Merlo is an Academic Director and Assistant Professor in Marketing at Imperial College Business School. Previously, he was Lecturer in Marketing at the University of Cambridge. He obtained his PhD in Marketing Strategy from the University of Melbourne. His research focuses on customer engagement and the strategic role of marketing within an organisation. As a consultant and executive educator, he has worked with a wide range of organisations around the world including McKinsey & Co., Airbus, Petronas, Samsung, Agricultural Bank of China and ING Bank.

The Imperial advantage

1

Reuters 'Most Innovative Universities - 2019'
UK

3

US News Best Global Universities - 2020
Europe

10

Times Higher Education Rankings - 2020
World

14

Nobel Prize winners

As part of Imperial College London, a global leader in science and technology, Imperial College Business School drives global business and social transformation through the fusion of business, technology and an entrepreneurial mindset.

We combine innovative thinking and insight with new technology to develop solutions to real-world issues, benefiting business and improving society.

Our world-leading researchers pioneer practical solutions and their research excellence and long-established capabilities inform our Executive Education programmes. We create and deliver remarkable learning experiences with a lasting positive impact.

Our thought leadership is sought by governments, policy-makers and global business leaders, who often partner with us on research projects. We consistently rank among the top business schools in Europe and worldwide. We attract brilliant minds and provide the environment to foster innovative and entrepreneurial thinking, resulting in ground-breaking ideas that unlock business opportunities.

Award-winning online learning

Imperial College Business School has its own award-winning centre of educational technology. The Edtech Lab is a team of specialists in online learning design and pedagogy.

We have developed our own learning platform. This leverages our expertise and cutting-edge innovation in online teaching to create an interactive, varied, personalised and supportive learning experience.

How we deliver our programmes

Our programmes are crafted via rigorous planning and interrogation by our academics and pedagogy experts.

The learning team is constantly available to assist and support participants throughout the learning experience.

Our bespoke learning framework consistently encourages group learning through community engagement and high-touch social interactions.

Our transformational learning experience is a result of engaging, stimulating and diverse learning media that fosters real-time feedback and interaction.

The participant experience

The Digital Certificates earned through our online programmes are exactly equal to the hard work and dedication it takes to earn the campus equivalent.
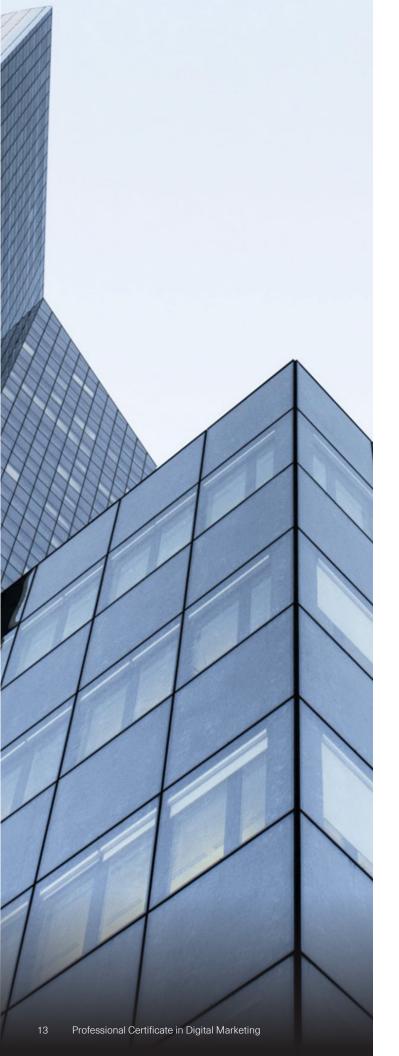
Our participants never feel alone in their learning experience. The platform is built around a deeply interactive peer-connected environment.

Whilst structured, the learning experience is flexible enough for partcipants to fit their studies around their busy lives.

Our learning design is multi-dimensional and highly interactive. There is a continuous focus on pedagogical variety and live content.

Human

We create people-centric learning experiences. From conception through to delivery, we are guided by the principle that learning is a creative, personal and, above all, human process. Our high quality, crafted learning environments are highly interactive, community-orientated and actively tutored. Our programmes offer an engaging experience designed to facilitate natural learning behaviours.

Real

No compromise. Our online programmes offer the absolute equivalent of our campus-based programmes. They adopt the same rigorous academic standards, are delivered via our world-leading faculty and offer a comparable high-touch approach to the classroom experience.

Gold

Award for Virtual Reality/ Augmented Reality at the 2019 QS Reimagine Education Conference

Silver

Award for Business Education at the 2018 QS Reimagine Education Conference

Bronze

Award for Best Distributed/ Online Program for Nurturing 21st Century skills at the 2019 QS Reimagine Education Conference

The Imperial impact

We have a culture of working across disciplines to bring a diverse and multifaceted point of view to business challenges. Through our institutes and research centres, we transcend boundaries, uniting world leading experts from a variety of research areas. We also engage with international organisations, SMEs and policy-makers around the world, address key challenges for modern business and create practical solutions with significant real-world impact.

Examples of our institutes and research centres:

The Brevan Howard Centre for Financial Analysis
The Centre serves as a bridge between Imperial College Business School and the world of business. With disciplines including engineering and computational finance, the centre's goal is to develop a greater understanding and more efficient management of risk, and to promote investment and productivity.

The Data Science Institute (DSI)
The cross-faculty DSI acts as a focal point for coordinating data science research at Imperial College London by engaging with global partners, stimulating collaboration across a broad spectrum of disciplines, translating research into social and economic impact as well as offering an advanced education programme to train a new generation of data scientists.

The Dyson School of Design Engineering
Opened in 2014 to fuse together design thinking, engineering knowledge and practice, to foster a culture of innovation and enterprise, and to help solve global problems with emphasis on sustainability, entrepreneurship and societal impact.

Centre for Global Finance and Technology
This hub for interdisciplinary research for academics, startups, established industry and governmental organisations is designed to reveal insights about the impact of technology on finance, business and society.

Institute of Global Health Innovation
Co-creating and diffusing healthcare innovations to tackle some of the most pressing global challenges facing people today. The Institute is a powerful engine which collaborates with a rich network of internal and external partners from academia, industry, government and the charitable sector.

The Energy Futures Lab
Founded in 2005 to develop multidisciplinary collaborations that tackle the broad range of energy challenges that the world faces. The Energy Futures Lab enhances impact in the themes of Policy and Innovation, Energy Infrastructure, Sustainable Power, Low Carbon Cities and Transport and Clean Fossil Fuels.

A remarkable learning experience

Over the course of 21 weeks, your instruction will be interactive and diverse in its methods and will include collaborative learning, as well as readings, case studies, video lectures and assignments.

Orientation

Introduce yourself to other participants from across the globe, explore the learning management system and become familiar with the learning tools provided.

Weekly assignments

Suggested reading, lectures, activities and programme content will expand your understanding of the module topics and aid in completion of weekly assignments.

Video lectures

Recorded video lectures are conducted by programme faculty. Dynamic and engaging, lectures are designed to reinforce learning.

Live webinars

Programme faculty will conduct four live sessions to reinforce topics and magnify your knowledge of the financial and strategic aspects of mergers and acquisitions.

Interactive activities

Exchange your perspectives with classmates around the world by participating in discussions, polls, and surveys.

Continuous programme access

You will continue to have access to the programme videos and learning material for up to 12 months from the programme start date.

Associate Alumni Status

Take your partnership with Imperial College Business School to the next level by becoming an associate alumnus. Complete the programme to claim your Associate Alumni status and join our active community.

Career preparation and guidance

Becoming an effective digital marketer requires a dynamic mix of domain knowledge and impactful communication skills. This programme will guide you in developing a career path in digital marketing by assisting you in crafting your elevator pitch and sharpening your interview skills. These services are provided by Emeritus, our learning collaborator for this programme. The support team includes course leaders and career coaches, who will help you to reach your learning goals and guide you through your job search. The primary goal is to help you with the skills needed to be prepared for a career in the digital marketing field. However, we do not guarantee job placement.

Emeritus provides assistance with the following career-preparation services:

- Writing noteworthy resumes and cover letters
- Creating effective LinkedIn profiles
- Navigating your job search
- Preparing for interviews
- Crafting your elevator pitch
- Negotiating your salary

Exercises focused on launching a career in digital marketing include:

- Searching for jobs and interviewing for digital marketing positions
- Building a personal brand and promoting your skills
- Communicating digital marketing concepts through a capstone project

Certificate

Upon completion of the programme, participants will be awarded a verified Digital Certificate by Imperial College Business School Executive Education.

Imperial College Business School is collaborating with online education provider Emeritus to offer online programmes. This allows us to broaden access in a collaborative and innovative format that stays true to our distinctive methods of learning, content and outstanding quality.

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Certificate of Completion

SAMPLE

This is to certify that

Your Name

has successfully completed the Executive Education Programme
Professional Certificate in Digital Marketing
Month Year

_____   _____
Programme Director   Dean at Imperial College Business School

Imperial College London

Programme details

21 weeks, online

10–15 hours per week

£3,995

Flexible payment options and financing available.

Schedule a call with a Programme
Advisor to learn how this programme
can help you

<div style="border:1px solid #fff;">SCHEDULE A CALL</div>

Apply for the programme here

<div style="border:1px solid #fff;">APPLY NOW</div>

Prospective participants with questions about
the programme are encouraged to contact
Emeritus for further information.

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The future of business,
today.

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