



Blended*

DIGITAL MARKETING CERTIFICATE

Stay Ahead of the Game

APPLY NOW

*Blended delivery combines both live-online sessions and on-campus sessions.

Program Overview

Digital marketing is one of the fastest evolving industries today, and many executives struggle to keep up with the rapid pace of change. The most successful executives need to understand the managerial frameworks and strategies behind apps, marketing channels, and social media networks.

This program takes a deep dive into the evolution of digital marketing strategies and tactics and how they are fundamentally changing the way organizations operate. Participants will learn to develop a strategic digital roadmap that meets both customer expectations and the organization's business objectives, implement and measure its impact, and integrate it within the larger marketing strategy.

Accredited from the Digital Marketing Institute (DMI), the AUC School of Business Executive Education Digital Marketing Certificate offers a unique understanding of the digital marketing journey. The program enables participants to enhance their career in digital marketing; utilizing a hands-on learning approach and gaining a deep understanding of the frameworks, practices, and applied skills needed to develop, plan, and implement an effective digital marketing strategy.

Key Benefits



Gain

a thorough and hands-on understanding of the digital marketing landscape that has changed consumer behavior, disrupted the way businesses sell, and forever changed the customer journey.



Identify

and evaluate the different types of digital marketing objectives and tie them to your organization's business strategy from an integrated marketing perspective.



Practice

the right tactics within any strategy that will allow you to activate the different parts of your funnel.



Create

a content marketing strategy that attracts target audiences and delivers value.



Measure, analyze, and report

on the performance of your digital marketing strategy.



Develop

your business acumen skills through critical thinking, collaboration, communication, and creativity.

Program Outline

Core Courses

Digital Marketing Landscape

(9 hrs)

- Recognize the ecosystem of the internet from the perspective of digital marketing
- Explain the new digital context with its technology, business impact, and trends as well as the opportunities and challenges
- Examine a client's digital structure
- Recognize digital marketing opportunities in GSM mobile networks
- Explore the digital mind-set in terms of digital governance, ethics, security and law

Digital Marketing Strategy and Planning

(12 hrs)

- Set, evaluate and communicate a digital marketing strategy
- Align and synergize both marketing objectives and digital objectives
- Apply a clear framework for building a winning digital marketing strategy
- Identify the right set of KPIs for different strategic objectives

Content Marketing

(21 hrs)

- Identify and develop the different types of content needed to influence the customer across every stage of the buyer's journey
- Gain technical knowledge of the concepts and best practices needed to create content that turns audiences into prospects, prospects into customers and customers into advocates
- Measure the impact of your content marketing across your digital channels using analytics dashboards

Program Outline

Digital Execution I and II Tactics and Buying Methods

(24 hrs + 24 hrs)

- Examine the full cycle of digital marketing implementation: SEO, SEM, display advertising and YouTube, social media advertising, programmatic buying, eCommerce, as well as special tactics such as remarketing and growth hacking
- Increase brand awareness through media buying
- Drive qualified traffic to your website and optimize it
- Invest in SEO to leverage higher ROIs
- Segment subscribers and retain customers through email marketing
- Use social media to increase brand equity and audience engagement
- Leverage display advertising and choose the right buying techniques
- Focus on mobile marketing efforts to reach the customer where it matters most

Digital Analytics

(15 hrs)

- Achieve your business goals with your digital toolbox
- Use digital metrics and data analytics to track business performance
- Identify data collection, data analysis techniques, and marketing automation

Capstone Project

(5 hrs)

- Build on your key takeaways from the above journey and apply to a final capstone project based on your learnings from all previous courses
- Due four weeks after last course

Business Acumen Online Self-Study (1 Course)

Effectively operating within a business setting and making a positive impact requires a certain set of skills and competencies. Explore critical 21st-century skills needed for today's business world, enabling passion and speed in dealing with different business situations

For the most updated list of Business Acumen courses,

[CLICK HERE](#) 

Program Highlights



- Global and local real-world case studies and applications
- Dynamic group and peer-to-peer discussions
- Business oriented assignments and projects with a focus on the local market
- World class simulations with cutting-edge technology

[CLICK HERE](#) for a detailed schedule.

In exceptional circumstances, participants who are unable to attend on campus sessions will be accommodated.



Admission Criteria

- Bachelor's degree.
- Proficiency in written and spoken English.

Program Logistics



- The 6 core courses are conducted **sequentially**.
- Participants need to complete one business acumen course within the **two semesters**.
- Participants are advised to complete their certificate within the same cohort to maximize the value of group dynamics and program coherence.
- Each course utilizes a blended delivery method; live online and asynchronous learning.
- Participants will have access to the **DMI platform** for the span of their certificate.

Who Should Attend?

Junior to mid-level marketing professionals seeking to develop a comprehensive understanding of digital marketing and to progress their careers.

C-suite executives seeking to update their digital language.

Career switchers and job seekers looking to make a formal switch into digital marketing.

Consultants aiming to strengthen their knowledge of digital marketing tools and strategies as a way to develop better solutions for their clients.

Entrepreneurs looking to take their business knowledge to the next level.

Agency Professionals opting for improving the performance of their clients' digital marketing strategy.

For professionals in agencies, publishers or on the clients' side.

Program Fees

Core Courses	for Egyptians	for Non-Egyptians
Digital Marketing Landscape Digital Marketing Strategy and Planning Certified Digital Marketing Associate	EGP 9,975 + USD 300 (DMI Access)	USD 370 + 300 (DMI Access)
Content Marketing	EGP 9,975	USD 370
Digital Execution I	EGP 11,400	USD 420
Digital Execution II	EGP 11,400	USD 420
Digital Analytics	EGP 7,125	USD 260
Capstone project	EGP 2,375	USD 90
Business Acumen Online	EGP 3,500	USD 130
Total Program Investment	EGP 55,750 + USD 300	USD 2,060

Optional (Certified Digital Marketing Professional) with Pearson VUE Online Exam*

USD 900

*Graduates of the Digital Marketing Certificate who choose to progress to the Certified Digital Marketing Professional path will access the DMI Platform for 24 weeks followed by a qualifying exam with a passing score of 60%. As an AUC School of Business Executive Education alum, you will receive a preferred rate for the DMI platform access

[CLICK HERE](#) for payment options

About DMI



The Digital Marketing Institute (DMI) is the Global Certification Body for the industry. As of March 2021, the DMI has almost 135K professional members globally. The Digital Marketing Institute's goal is to address the growing digital skills shortage by helping individuals from across the globe up-skill and kick-start their digital marketing career or protect an existing career. The Digital Marketing Institute provides the most widely taught set of Certification Standards in Digital Marketing for professional learners and educators in the industry and works with educational institutions that are committed to providing the best education to advance careers and enhance digital knowledge to address the global digital skills shortage.

Scholarship Opportunities

Supporting our participants in their pursuit of lifelong learning is of paramount importance to us. For this reason, we offer a variety of scholarships to help support your professional development. Explore our scholarship options to find one that suits your circumstances.

◆ Alumni Advantage Program

Rekindle your passion for learning with our exclusive Alumni Advantage Program. As a valued AUC or AUC School of Business Executive Education alumnus, we invite you to benefit from a 10% discount on our diverse Executive Education programs, whether in-person, blended, or online. This distinctive offer adheres to our standard admission requirements and underscores our commitment to supporting your ongoing professional development.

◆ Exclusive AUC Alumni Benefits

Rekindle your passion for learning with our exclusive benefits:

- AUC Alumni Advantage Program: As a valued AUC alumnus, we invite you to take the first course in our diploma programs complementary - free of charge or enjoy a 10% discount on our diverse Executive Education shorter programs, available in-person, blended, or online.
- School of Business Executive Education Alumni Discount: AUC School of Business Executive Education alumni receive a 10% discount on any of our Executive Education programs.

These exclusive benefits, adhering to our standard admission requirements, underscore our commitment to supporting the lifelong learning journey and professional development of our alumni.

UN Women Scholarship

Through our partnership with UN Women Egypt, we are proud to offer a **50% scholarship for women professionals joining this program.**

This activity falls within the framework of the UN Women Egypt-International Labour Organization (ILO) programme “Promoting Productive Employment and Decent Work for Women in Egypt, Jordan and Palestine” and the UN Women’s program on “Women’s Economic Empowerment in Egypt”, implemented in partnership with the National Council for Women (NCW), Ministry of Labor in Egypt, and Ministry of International Cooperation in Egypt. These programmes are implemented with the generous support of the Swedish International Development Cooperation Agency (Sida) and the Korean International Cooperation Agency (KOICA).

This initiative is organized by AUC Egypt Women on Boards Observatory in collaboration with UN Women Egypt.

** Limited seats are available on a first-come, first-served basis.

For the eligibility criteria and the FAQs, [CLICK HERE](#)



EGYPT WOMEN
ON BOARDS
OBSERVATORY



Flexible Payment with Valu

To further support your professional journey, we offer flexible payment options through Valu.

You can spread your Executive Education costs **over 6-60 months at a 1% monthly interest rate.**

Quick approval and no down payment are required.

For more details, please contact us at **16671**.

This service is exclusive to Egyptian nationals.



Our Commitment

No matter where you are in your professional journey, at the AUC School of Business Executive Education, we design programs that support you every step of the way.

There's always something to learn at every stage of your career lifecycle. From the moment you start your journey, and throughout your career trajectory, we design our programs to enrich your knowledge and extend the horizons of your vision. At the AUC School of Business Executive Education, our mission is to help you reach your growth goals of self-fulfillment and actualization.

Our programs provide a world-class experiential learning track in a collaborative environment of like-minded individuals. You will learn from acclaimed faculty members who deliver uniquely designed programs that offer practical solutions to business challenges. Ultimately, you will emerge with a new perspective that disrupts the status quo and generates creative solutions.

AUC School of Business Executive Education

The AUC School of Business Executive Education was established in 1977 as a center of excellence to provide Egypt and the wider region with specialized executive education programs by offering open enrollment programs and business solutions to individuals and corporates.

Constant evolution and reinvention is the hallmark of our mission as we drive ourselves forward to increase our impact, maintain our relevance, and reflect the ever-changing business environment.

The School of Business has been ranked by the Financial Times (FT) as one of the best business schools worldwide that offer open enrollment executive education programs since 2013, ranking at 62 in 2023.

The AUC School of Business Executive Education is equipped with a full-fledged business solutions unit, with off-the-shelf and customized training programs, as well as coaching and assessment services.

The team works to facilitate, enable, and partner with businesses striving to achieve organizational excellence.

AUC School of Business

Acting as a knowledge bridge between Egypt and the rest of the world, the AUC School of Business boasts an unrivaled reputation as the top private business school in Egypt and one of the best in Africa and the Arab world. Belonging to the 1% of business schools worldwide endowed with a "triple-crown" accreditation (AACSB, AMBA, and EQUIS), the School is dedicated to shaping the business leaders, entrepreneurs, and change agents of tomorrow by harnessing leadership, integrity, ambition, and excellence.



The American University in Cairo
School of Business, Executive Education

AUC Avenue, P.O. Box 74
New Cairo 11835, Egypt

📞 15592

✉️ execed@aucegypt.edu

🌐 business.aucegypt.edu/execed

