

EXECUTIVE EDUCATION

Stay Relevant. Stay Ahead.



Digital Marketing Certificate

From Tuesday, May 2, 2023 to Saturday, December 9, 2023
Saturday and Tuesday 6 - 9 pm. Capstone project 11 am – 4 pm

New Cairo Campus

Live Online

Course Name	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
Digital Marketing Landscape	Tuesday, May 2, 2023	Saturday, May 6, 2023	Tuesday, May 9, 2023					
Digital Marketing Strategy & Planning	Tuesday, May 16, 2023	Saturday, May 20, 2023	Tuesday, May 23, 2023	Saturday, May 27, 2023				
Content Marketing	Saturday, June 3, 2023	Tuesday, June 6, 2023	Saturday, June 10, 2023	Tuesday, June 13, 2023	Saturday, June 17, 2023	Tuesday, June 20, 2023	Saturday, June 24, 2023	
Digital Execution I	Saturday, July 1, 2023	Tuesday, July 4, 2023	Saturday, July 8, 2023	Tuesday, July 11, 2023	Saturday, July 15, 2023	Tuesday, July 18, 2023	Saturday, July 22, 2023	Tuesday, July 25, 2023
Digital Execution II	Saturday, September 2, 2023	Tuesday, September 5, 2023	Saturday, September 9, 2023	Tuesday, September 12, 2023	Saturday, September 16, 2023	Tuesday, September 19, 2023	Saturday, September 23, 2023	Tuesday, September 26, 2023
Data Analytics	Tuesday, October 3, 2023	Tuesday, October 10, 2023	Saturday, October 14, 2023	Tuesday, October 17, 2023	Saturday, October 21, 2023			
Capstone Project	Saturday, December 9, 2023							
	11 am – 4 pm							

- One online self-study Business Acumen course to be completed during the program.
- Schedules are subject to change.
- In exceptional circumstances, participants who are unable to attend on campus sessions will be accommodated. For inquiries, call 15592.