

# EXECUTIVE EDUCATION

## *Stay Relevant. Stay Ahead.*



### Digital Marketing Certificate

From Sunday, June 23, 2024 to Sunday, December 15, 2024

Sundays and Wednesdays, 6-9 pm

Live Online

New Cairo Campus

Course Name	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8
Digital Marketing Landscape	Sunday, June 23, 2024	Wednesday, June 26, 2024	Sunday, June 30, 2024					
Digital Marketing Strategy and Planning	Sunday, July 7, 2024	Wednesday, July 10, 2024	Sunday, July 14, 2024	Wednesday, July 17, 2024				
Content Marketing	Sunday, September 1, 2024	Wednesday, September 4, 2024	Sunday, September 8, 2024	Wednesday, September 11, 2024	Sunday, September 15, 2024	Wednesday, September 18, 2024	Wednesday, September 25, 2024	
Digital Execution I	Sunday, September 29, 2024	Wednesday, October 2, 2024	Sunday, October 6, 2024	Wednesday, October 9, 2024	Sunday, October 13, 2024	Wednesday, October 16, 2024	Sunday, October 20, 2024	Wednesday, October 23, 2024
Digital Execution II	Wednesday, October 30, 2024	Sunday, November 3, 2024	Wednesday, November 6, 2024	Sunday, November 10, 2024	Wednesday, November 13, 2024	Sunday, November 17, 2024	Wednesday, November 20, 2024	Sunday, November 24, 2024
Data Analytics	Sunday, December 1, 2024	Wednesday, December 4, 2024	Sunday, December 8, 2024	Wednesday, December 11, 2024	Sunday, December 15, 2024			
Capstone Project (5 hours) 11 AM - 4 PM	Saturday, February 8, 2025							

- One online self-study Business Acumen course to be completed during the program.
- Schedules are subject to change.