Professional Certificate in Search Engine Marketing 65036C

This course provides an in-depth training for practitioners to achieve better marketing campaign results in the search engine platform.

The course aims to enhance professionals’ ability to build effective search marketing strategies, master the web analytic tools, develop search engine optimization and apply the knowledge and technologies of web 2.0 to market website.

Successful completion of this course and the other two Professional Certificate courses will contribute to the award of the Professional Diploma in Strategic Online Advertising.

Course Outline

1. Introduction to Search Engine Marketing (30 hrs) Module Code DDP4122Y
   - Basic concepts and principles of search engine marketing
   - Basic concepts and principles of search engine optimization
   - Building for Powerful Search Engine Marketing
   - Best Practice for Search Engine Marketing

2. Search Engine Optimization (60 hrs) Module Code DDP4126Y
   - Advanced Search Engine Optimization Techniques
   - Web Analytic Tools
   - SEO Copywriting & Integration
   - Use Web 2.0 tools to market website
   - Develop search engine optimization plan

Duration: 90 hrs
Tuition: $13,650 (payment in full or by single module is available)
Payment, Timetable & Venue: see TIMETABLE & TUITION in www.hkdi.edu.hk/peec

Minimum Entry Requirements

1. 5 HKCEE passes including English Language and Chinese Language (Level 2 or above), or at least two years relevant work experience for mature applicant aged 23 or above; OR
2. A recognized Diploma in relevant areas.

Preference will be given to applicants with working experience in digital marketing and online advertising.

Enquiry
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