ABOUT US

The Africa Digital Media Institute (ADMI) is a leading creative media and technology training institution, hosting students from more than 21 countries at its Nairobi campus. Our innovative learn-and-work model enables young creatives to get the training, mentorship, and resources they need to turn their passion into a profession.

Extend your learning beyond the classroom through **our** Industry Immersion programme.

Develop the professional skills you need to launch your career through our Career Launchpad programme.

Intern with leading industry partners through our Apprenticeship programme.

APPLY FOR THE JANUARY 2020 INTAKE

Pick up an application from our Campus or apply online here:

https://admi.ac.ke/apply/

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admi
africa digital
media institute

CERTIFICATE IN DIGITAL MARKETING

PASSION TO PROFESSION

COURSE DESCRIPTION

ADMI's Digital Marketing programme is ideal for anyone involved in the planning, implementation or measurement of digital strategies. Through lectures, case studies and group discussions, candidates gain exposure to the latest methods, techniques and tools for improving organisations' digital marketing and brand-building efforts.

ADMI provides a pathway for professionals to develop advanced digital marketing skills through 3 Digital Marketing Certificates.

CHOOSE FROM 3 CERTIFICATE PROGRAMMES

Professionals seeking to develop advanced digital marketing skills can choose from the following 3 certificate programs:

PROGRAMME 1
Content Marketing (Blogs/Copy/Content Creating & Management)
Social Media & Digital Media Advertising Fundamentals
Ad Mob Advertising (Mobile In app Advertising)

PROGRAMME 2
Display Advertising (GDN & Programmatic, Rich Media, Direct Buys)
PPC Advertising (SEM Marketing/Google Search)
Mobile App Installs Advertising (Google UAC, Social Media App Installs Based Campaigns)

PROGRAMME 3
Digital Media Strategy
Growth Hacking
Google Analytic (Advanced Analytics)

Designed to fit working professionals busy schedules, each certificate program is completed within 1 term and includes 2 units (approximately 4 hours per week).

LEARNING OUTCOMES

Upon successful completion of the programme, graduates will be able to:

- Create digital marketing campaigns for online channels like websites, apps and social media
- Write engaging content for websites, email and social media
- Create, target, launch, and track Facebook, Twitter, Instagram, LinkedIn and other social media platform campaigns
- Analyse engagement and conversion data to make informed decisions regarding marketing channels, audience segmentation, and more
- Work with marketing and PR professionals to add digital media tools into current advertising campaigns
- Craft and implement an effective digital marketing strategy