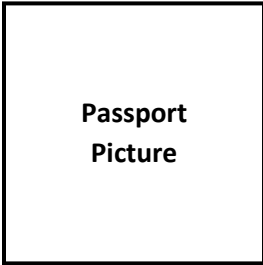




REGISTRATION AND TRAINING FORM
(NB: Registration form is GHS100)



First Name: Last Name:

Email:Telephone/Mobile:

Occupation:

Location:

Address:

Type of ID: Voter Passport Driver's License

ID Number:

Marital Status: Married Single

Do you have any marketing background? Yes No

Why do you want to learn Digital Marketing?

I Agree to join the Certified Digital Marketing Professionals Network and abide by its rules and regulations or code of conducts and terms and conditions.

Applicant Name:

Signature:



COURSE OUTLINE

Program Design - Certificate in Digital Marketing		
Module No.	Course Name	Duration (Mins)
1	Digital Marketing Essentials	300
	Introduction to Digital Marketing concepts	60
	SEO basics	60
	Basics Of Google AdWords	60
	Optimizing The AdWords Account	60
	Content writing skills	20
	Setting up email campaigns using CM / HTML 5	20
	Email marketing using GoDaddy	20
2	Design optimization	90
	Introduction	10
	Visual and Aesthetics	10
	Content Optimization	10
	Compatibility	10
	Usability	10
	Backend Optimization	10
	Speed Optimization	10
Creating Responsive apps & websites	20	
3	Learning Basic Tools	360
	Adobe illustrator basics	60
	Adobe photoshop basics	60
	Online themes, plugins and Widgets	120
	Wordpress templates	120
4	Working with Wordpress	400
	Creating posts and pages	40
	Formatting text	40
	Publishing and scheduling posts	40



	Adding images, audio, and video	20
	Bulk editing posts and pages	20
	Customizing themes and menus	40
	Using widgets	40
	Extending WordPress with plugins	40
	Editing users profiles	20
	Configuring settings	20
	Getting new readers	20
	Keeping WordPress up to date and secure	20
	Managed Word Press	40
	Understanding Websites	330
5	Understanding website optimization	40
	Understanding how browsers render content	40
	Measuring performance	40
	Optimizing images	40
	Optimizing code	40
	Minifying HTML, CSS, and JavaScript	40
	Compressing data with GZIP	30
	Optimizing file caching & Leveraging CDNs	60
	Advanced Digital Marketing	360
6	Digital Marketing	120
	Google Analytics & its application	60
	Social Media marketing tools	60
	Campaign mgmt.	60
	Inventory Mgmt.	60
	Sales Essentials (Pitch Better)	410
7	Website types & terminologies	60
	Understanding Hosting Market	20
	The Art of Pitching	30
	Product Positioning	30
	Pricing Models	60



	Negotiation techniques	60	
	Structuring Sales proposals	60	
	Customer Service Concepts	30	
	Managing Customer	30	
	Automate Routine Tasks	30	
	Expert Digital Marketing	360	
	Digital Marketing Advance concepts	120	
8	Integrated Campaign Thinking And Planning	60	
	Online Reputation Management	60	
	Monetizing the inventory	60	
	Content Development	60	
9	Project Work covering all Modules	390	

**Other modules will also be added to the above course time to time.

