

Certified Executive Programmes

Certified Digital Marketing Expert

Certified Digital Marketing Strategist: 1 – 3 May & 22 – 26 May 2019

Certified Digital Marketing Manager: 9 – 13 October & 9 – 12 November 2019

Quadriga University enables Professionals of different working fields to use the potentials of Digital Transformation to improve their Business and to strengthen their network. Therefore the Certified Executive Programmes combine executive know-how, analytic entrepreneurial vision & latest academic knowledge. These CEPs provide the skills to succeed in dynamic times.

Learning objectives Participants achieve the knowledge and skills to create, innovate, implement and control marketing strategies for the digitized world. Marketing organisation and its needed leadership competences are covered as well as operational best in practice examples and concrete tools, skills and abilities for a successful Digital Marketing Management in times of Big Data.

Day Module **Strategic digital Marketing Management & Leadership**

- 1 Building blocks of digital marketing strategy
- 2 Customer journey and customer experience design
- 3 e-commerce and digital product strategy
- 4 Big data and analytics
- 5 Data-based business models
- 6 Marketing automation
- 7 Marketing organisation

Day Module **Operational digital Marketing Management**

- 1 Rules and mechanics of communication via platforms
- 2 Inbound marketing
- 3 Social media marketing in practice: processes, tools, success factors
data-driven marketing and programmatic communication
- 4 KI & Co: recent marketing innovations
- 5 Marketing technologies
- 6 Multi-channel marketing planning
- 7 SEO, digital media planning, performance marketing
- 8 Marketing controlling
- 9 Leadership and interface management

Administrative Details

Course Date 9 October – 12 November 2019 & 1 – 26 May 2019

Training Venue Quadriga University of Applied Sciences,
Werderscher Markt 13, 10117 Berlin

Tuition Fee **4900€** for Module 1 Strategic digital Marketing Management & Leadership to become a Certified Digital Marketing Strategist or **4900€** for Module 2 Operational digital Marketing Management to become a Certified Digital Marketing Manager. It is possible to take both Modules for **8900€** to become a Certified Digital Marketing Expert.

The tuition fee includes all training materials, visa support, complimentary drinks and light snacks.

We can offer a 10% group discount for groups of 2 or more participants.

Credits Earn up to 13 ECTS, e.g. for MBA Leadership & Digital Marketing Management

Language English. German course material is available on request.

Registration You can apply online at:
www.quadriga-university.com/cep

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For more information on the modules and the MBA Leadership & Digital Marketing Management please visit: www.quadriga-university.com/mba

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