



**DIGITAL MEDIA
COURSES.**



DIGITAL MEDIA COURSES

Master yourself in the essential skills of digital media production, marketing, and communication with our comprehensive courses in visual content creation, digital marketing, social media engagement, and persuasive copywriting



Digital Media Production and Content Creation

Develop the skills to create compelling visual content, capture stunning photographs, and produce professional videos



Social Media Marketing

Gain expertise in engaging audiences and building brand presence across social media platforms



Digital Marketing

Learn to leverage digital channels to effectively market products and services



Copywriting

Enhance your ability to craft persuasive and impactful written content for various marketing needs



Digital Media Production and Content Creation

Develop the skills to create compelling visual content, capture stunning photographs, and produce professional videos. This course covers essential techniques in visual storytelling, camera settings, lighting, composition, and post-production. Whether you're using a smartphone or a professional camera, you'll learn how to craft visually engaging content that stands out. Dive into the world of digital media and discover how to effectively communicate your message through high-quality visuals.

3 Modules:



Visual Content

(Graphic design, logo creation, visual content creation, web and print layout design, font and colour selection, and client collaboration using tools like Adobe Illustrator, InDesign, and Figma)



Photography Essentials: Capturing Moments with Camera and Phone



Video Production Fundamentals: Crafting Content with Cameras and Phone



The course will be open from the 5th of June



Study materials, video lectures, tests & assignments on LMS.
Fully remote course with the ability to chat with the instructor for guidance and support.



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Outcomes:

- Create high-quality visual content that effectively communicates their message.
- Capture stunning photographs and produce professional videos using both smartphones and professional cameras.
- Apply advanced techniques in lighting, composition, and post-production to enhance visual content.
- Adapt visual content for different digital platforms to engage and captivate their target audience.
- Utilize storytelling principles to create compelling narratives through visual media.



Digital Marketing

Learn to leverage digital channels to effectively market products and services. This comprehensive course covers essential strategies and techniques in digital marketing, including SEO, content marketing, social media marketing, email marketing, and data analytics. Gain practical skills to create, implement, and optimize digital marketing campaigns that drive results.

Objectives:

-  **Understand Digital Marketing Fundamentals**
-  **Master SEO Techniques**
-  **Develop Content Marketing Skills**
-  **Leverage Social Media Marketing**
-  **Implement Email Marketing Campaigns**
-  **Analyze Marketing Data**



The course will be open from the 12th of June

**Study materials, video lectures, tests & assignments on LMS.
Fully remote course with the ability to chat with the instructor for guidance and support.**

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Outcomes:

- Develop and implement comprehensive digital marketing strategies.
- Optimize websites and content for search engines to enhance visibility.
- Create engaging content that attracts and retains a target audience.
- Utilize social media platforms to build brand presence and engage with customers.
- Design and execute effective email marketing campaigns.
- Use analytics tools to measure and optimize digital marketing efforts.



Social Media Marketing

Learn to leverage social media channels to effectively market products and services. This comprehensive course covers essential strategies and techniques in social media marketing, including content creation, strategic planning, audience analysis, and advertising on Meta platforms. Gain practical skills to create, implement, and optimize social media campaigns that drive engagement and results.

Objectives:

-  **Understand Social Media Marketing Fundamentals**
-  **Master Audience Analysis Techniques**
-  **Develop Content Marketing Skills**
-  **Leverage Meta Advertising Strategies**
-  **Implement Multichannel Advertising**
-  **Enhance Copywriting Abilities**



The course will be open from the 19th of June

Study materials, video lectures, tests & assignments on LMS.
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Outcomes:







- Develop and implement comprehensive social media marketing strategies.
- Identify target audiences and conduct detailed market analysis.
- Create and adapt engaging content for various social media platforms.
- Utilize advanced tools for advertising on Facebook and Instagram.
- Implement and manage effective cross-platform advertising strategies.
- Craft compelling copy for digital marketing campaigns.



Copywriting

Learn the art and science of copywriting to craft persuasive and impactful written content for various marketing needs. This comprehensive course covers the fundamentals of copywriting, its importance in marketing, and the role of a copywriter. Participants will explore different types of copywriting, understand the differences between copywriting and content creation, and learn how artificial intelligence influences copywriting.

Objectives:

-  **Understand Copywriting Fundamentals**
-  **Explore the Role of a Copywriter**
-  **Differentiate Copywriting and Content Creation**
-  **Master Various Types of Copywriting**
-  **Analyze AI's Impact on Copywriting**
-  **Explore Copywriting Techniques**



The course will be open from the 26th of June



**Study materials, video lectures, tests & assignments on LMS.
Fully remote course with the ability to chat with the instructor for guidance and support.**



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Outcomes:

- Define and articulate the importance of copywriting in marketing.
- Differentiate between copywriting and content creation.
- Apply various types of copywriting techniques.
- Understand and leverage AI tools in copywriting.
- Conduct thorough audience and market research.
- Utilize digital channels for copywriting effectively.



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All participants will gain access to MEDIA Mastery, featuring a variety of lectures, webinars, and podcasts to master your media skills.



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