



DIGITAL MARKETING COURSE

Module	HOURS			
	Instructional	Theory	Lab	Practice
Search Marketing	12	3	9	6
Social Media Marketing	24	15	9	12
Social Marketing Optimization	9	3	6	3
Content Marketing	12	3	9	6
Affiliate Marketing	3	3	0	3
Inbound Marketing	3	3	0	3
Email Marketing	9	3	6	3
Lead Nurturing	9	9	0	3
Legal, Ecommerce	3	3	0	3
Web Technologies	9	9	0	3
Analytics	9	3	6	3
Project	18	3	15	0
Total	120	60	60	48

- **Course Duration 10 weeks.**
- **Delivery: Evening or Weekend classes**
- **eBooks from Onlinevarsity**
- **Course Certificate from Aptech Computer Education, India**
- **Tuition fees ksh. 60,000**

*For more information contact:

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