

PROFESSIONAL LEVEL 07 QUALIFICATION

DIPLOMA IN DIGITAL MARKETING

Dubai, UAE | Al Rigga Campus



PROGRAM OVERVIEW

Digital marketing is the backbone of modern business growth - connecting brands with audiences through data-driven strategy, creativity and technology. Get hands-on training in SEO, Social Media, Content Marketing, Email Marketing, PPC, Web Analytics and Marketing Automation.

QUALIFICATION

Professional Level 07
Diploma

ACADEMIC ALLIANCE

Kennedy University Florida

CAMPUS

Al Rigga, Dubai

INCLUDES

Internship & Experience
Letter

Program Highlights

- Hands-on training in the latest digital marketing strategies
- Real-world projects for practical experience
- Prepares you for professional certification
- Career-ready skills for digital marketing roles
- Internship placement assistance

Who Should Enroll?

- Students and fresh graduates entering tech
- Entrepreneurs and business owners scaling brands
- Marketing professionals upgrading digital skills
- Career switchers seeking high-growth digital roles

Enquire today: +971 56 202 9777 | info@nucleustraininginstitute.com

A comprehensive curriculum built to international corporate standards, preparing you for active campaign management across global digital landscapes.

01 MODULE 1 Search Engine Optimization (SEO)

- Keyword Research & Analysis
- Technical SEO & Site Architecture
- Link Building Strategies
- Local SEO & Google Business Profile
- Content Optimization

02 MODULE 2 Social Media Marketing (SMM)

- Content Calendar Creation
- Community Management
- Targeting Strategies on Meta Platforms
- Influencer Partnerships
- Social Media Analytics Tracking

03 MODULE 3 Pay-Per-Click (PPC) & Google Ads

- Google Ads Campaign Setup
- Campaign Budgeting & Lead Tracking
- Display & Video Advertising
- A/B Testing Ad Copy
- Conversion Tracking Metrics

04 MODULE 4 Content & Email Marketing

- Content Strategy & Storytelling
- Copywriting for the Web
- Email List Building
- Automated Email Workflows
- Newsletter Campaign Optimization

05 MODULE 5 Web Analytics & Marketing Automation

- Google Analytics 4 (GA4) Mastery
- User Behaviour Tracking
- CRM Integration Setup
- Automation Platform Management
- Data-Driven Decision Making

06 MODULE 6 Mobile Marketing

- Mobile App Optimization (ASO)
- SMS Marketing Campaigns
- Mobile-Friendly Web Design Principles
- Location-Based Marketing
- In-App Advertising

CAREER PATHWAYS

Digital Marketing Specialist

Executing multi-channel campaigns and analytics.

Social Media Manager

Driving brand voice, community and platform growth.

SEO Expert

Optimising site architecture for leading organic visibility.

Content Marketer

Crafting web copy, ads and digital storytelling.

WHAT YOU RECEIVE

Professional Diploma

Kennedy University Florida

Official Transcript

Program credits & course hours

Experience Letter

Internship proof from NTI

Visa & Housing Support

Optional, subject to T&C

Admissions Open - Reserve Your Seat Today

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