



Coding • Cloud • Security • Data Analytics



ACCELERATE YOUR CAREER
IN DIGITAL MARKETING WITH

WITH OUR ADVANCE PROGRAM IN

**TOP SOLUTION
DIGITAL
MARKETING**

ABOUT THE TOP SOLUTION DIGITAL MARKETING PROGRAM

The advance program in Top Solution Digital Marketing is exclusively designed for young graduates and mid-career professionals who seek to accelerate their careers in the field of Digital Marketing. In this 3-month intensive and experiential program, learners will engage with experts through online recorded content and live personalized mentorship sessions, and get exposure to hands-on tools in digital marketing. Towards the end, the learners will undertake a comprehensive mentored capstone project in the field of digital marketing.

The program begins by building a strong foundation in marketing fundamentals and customer insights so that learners can execute digital marketing strategies and also play a key role in defining and shaping the digital marketing strategy of their team or organization.

Learners will also learn about all the modes of marketing and develop critical thinking to decide on which channels will be most suitable as they design the campaign.

THE FUTURE IS DIGITAL MARKETING

▶ Online advertising is expected to reach \$329 billion by 2021, accounting for 49% of all global ad spend.

Source: Zenith

▶ The average return on investment from email marketing stands at 122%.

Source: Lauro Media

▶ 93% of all online interactions start with a search engine.

Source: Search Engine Journal

▶ 62% of customers now expect companies to anticipate their digital needs.

Source: Salesforce

POST GRADUATE PROGRAM IN TOP SOLUTION DIGITAL MARKETING

ON COMPLETING THIS PROGRAM YOU WILL:

- 1** Learn the latest approaches to strategic marketing that are effective across all channels
- 2** Learn proven approaches to improve consumer adoption and convert customers to brand advocates
- 3** Become a digital marketing expert with the ability to run live campaigns across various digital channels and media
- 4** Learn industry-standard tools like Google Adwords, FB ads, Google Analytics and SEO optimization
- 5** Be an affiliate marketer/influencer and manage your digital brand
- 6** Learn to optimize and make marketing an effective revenue generator for your brand
- 7** Learn to use content across platforms to effectively communicate your brand's message and values



WHAT MAKES THE TOP SOLUTION DIGITAL MARKETING UNIQUE ?

Hands-on Labs & Projects

Set up live campaigns for more than 15 use cases through labs and projects across various platforms using digital marketing

Mentored Capstone Project

The capstone project is a mandatory application-oriented industry project undertaken by all candidates to develop the acumen to solve real-life business problems in collaboration with their mentors

Comprehensive Curriculum

The program covers a diverse set of concepts and technologies that prepare you well beyond just industry certifications

Industry Certification

This course will equip you to clear all industry-relevant certifications offered by Facebook, Google, Hubspot and Hootsuite

Career Assistance

Get dedicated career assistance from our career success team. Get personal guidance through mentorship, resume reviews and mock interviews



ADVANCE YOUR CAREER WITH TOP SOLUTION DIGITAL MARKETING

CAREER OPTIONS

- Digital Marketing Manager
- SEO/SEM Specialist
- Content Strategist
- Entrepreneur
- Social Media Manager
- Digital Sales Manager
- Performance Marketer
- Affiliate Marketer

PROGRAM CURRICULUM

Module 01

Customer Understanding and Insights

- Marketing Fundamentals
- The Digital Marketing Framework

Module 02

Customer Acquisition and Engagement Strategy

- Content Marketing
- Paid Marketing
- Social Brand Management

Module 03

Customer Nurturing Strategy and Digital Marketing Tactics

- Search Engine Optimization
- Email and Affiliate Marketing
- Mobile Marketing

Module 04

Marketing Analytics and Campaign Management

- Measuring marketing effectiveness (ROI, CLTV, CAC and Churn)
- User Retention and Engagement Strategies
- Web Analytics
- Campaign Management

Module 05

Capstone


- Devise an End-to-End Digital Marketing Campaign and Strategy

Some of the modules may involve running live ad campaigns which require candidates to spend on ad platforms

TOOLS YOU WILL LEARN




TESTIMONIALS




"The program is facilitated by leading industry experts who go beyond routine lectures to help you understand concepts as well as applying them in real life." *Alex Quaye - Alpha General*



"Right help at the right time and meticulous planning is one of the best things about Appcode. Eric Frimpong - Silver Hair



"This course is conducted systematically! It has a step-wise learning methodology, lots of pre-read recommendations and BEST mentors in the town! *Perry Daniels - 0 Breach*




"All the best to the Appcode team....you guys are one of the best"
Kelvin Selorm's - Founder of Selorm's



"Everything is well managed and perfect"
Marvin Ackuayi - Student at UDS (University Of Development Studies)



"The programme has been a lot informative, Happy to be a part of Appcode"
Unknown



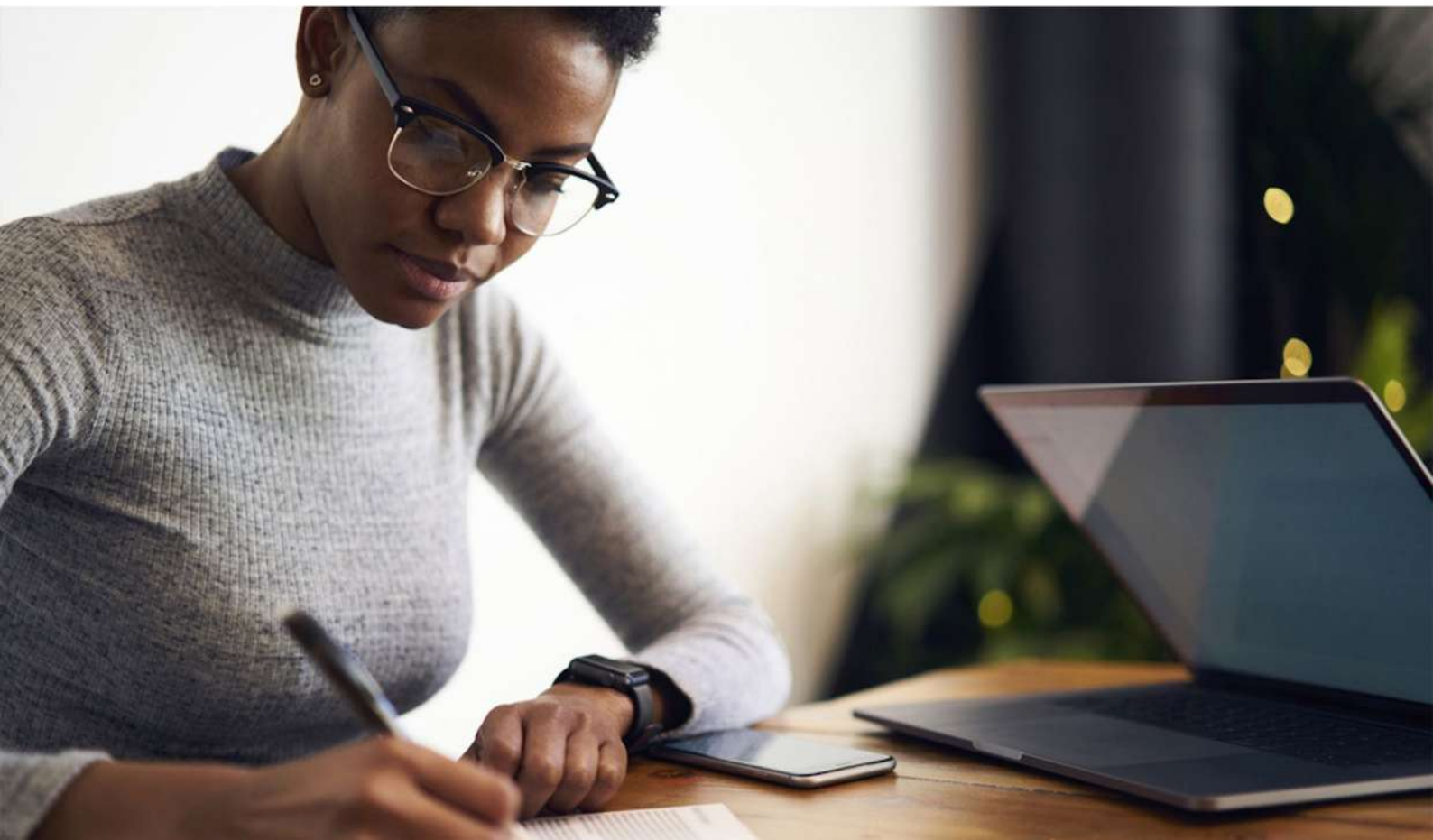
"Thank you for making the programme of immense value, especially to someone like me who is very passionate about building brands digitally."
Augusta Saade - Co-Founder of Hatmalls

WHO IS THIS PROGRAM FOR?

- Final year college students who want to accelerate their career in Digital Marketing
- Sales professionals who want to make a switch to a digital marketing role
- Professionals from a traditional marketing background who want to augment their skillset
- Business owners and self-employed professionals who want to grow their business online

ELIGIBILITY

- Internationally recognized certifications (Google, Hootsuite)
- Final year college students who'll graduate within 3 months



SELECTION PROCESS



PROGRAM FEES

The course fee is Ghc 4,800

Fee includes Tuition fee + Learning material + Mentorship sessions



**READY TO ADVANCE
YOUR CAREER?**



APPLY NOW

appcodeglobal.org/apply

Contact Us



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