

# MOOC Integrated Digital Marketing

Success in today's business world through marketing is based not only on the size of the digital footprint, but above all on a solid digital marketing strategy.

## Eckdaten

**Akadem. Titel:** Certificate of Achievement in  
Integrated Digital Marketing

**Start:** 30. September 2022

## Studium

### Aufbau

### What you will learn

Our goal is to help you successfully implement your digital marketing activities for your business and immediately apply what you learn in this course. Using your current workplace challenges you will benefit from expert insights, best practice examples, approaches of other companies and discussions with fellow learners. You learn:

- What Integrated Digital Marketing is and why it is so important these days.
- How to evaluate the digital marketing capabilities of your company.
- How to conduct a simple competitive web analysis.
- How to choose the most effective digital marketing tool mix.
- How to create a robust Integrated Digital Marketing Plan and
- How to outline an action plan for implementing and monitoring your digital marketing strategy.

## Studienmodell

- **Prerequisites:** You should have basic knowledge in marketing and be interested in a digital approach
- **Level:** Intermediate
- **Length:** 8 Weeks
- **Course Fee Official/Verified:** Free of charge
- **Course Language:** English
- **Enrollment Start Date:** Sep 30, 2022
- **Enrollment End Date:** Nov 27, 2022

# Organisatorisches

## Kontakt

**Ute Eisenkolb**

Studiengangsleiterin

Telefon +41 27 510 38 51

**Caroline Ruffener**

Studiengangsassistentin

Telefon +41 27 510 38 20