



Digital Marketing Course

Unlock the power of digital marketing in just 6 weeks!

Designed for both beginners and professionals, this course equips you with essential skills to thrive in the ever evolving digital landscape.

LEARNING EXPERIENCE ↑



COURSE DURATION

6 weeks



SCHEDULE

Monday - Friday (Semi-Intensive)



REQUIREMENTS

B1+ CEFR or above
Basic computer literacy
Basic digital tools familiarity



ASSESSMENT

Final exam* (60% passing score for Digital Marketing Institute (DMI) certification)



DMI ACCOUNT ACCESS FEE

\$555 USD

MARKETING



Sneak peek



← your future *certificate*

Know more



← about this *course!*

Who should join?

- Marketers, business owners, content creators, and entrepreneurs.
- Professionals and beginners in the industry looking to stay competitive in digital marketing.

Why join?

→ Globally Recognized Certification:

Earn a Digital Marketing Institute (DMI) certification (60% passing score) – endorsed by Google, Meta, and LinkedIn.

→ AI-integrated Marketing Strategies:

Learn how AI is transforming marketing strategies.

→ Face- to - Face Facilitation:

Learn in an interactive classroom environment.

→ Career Boost:

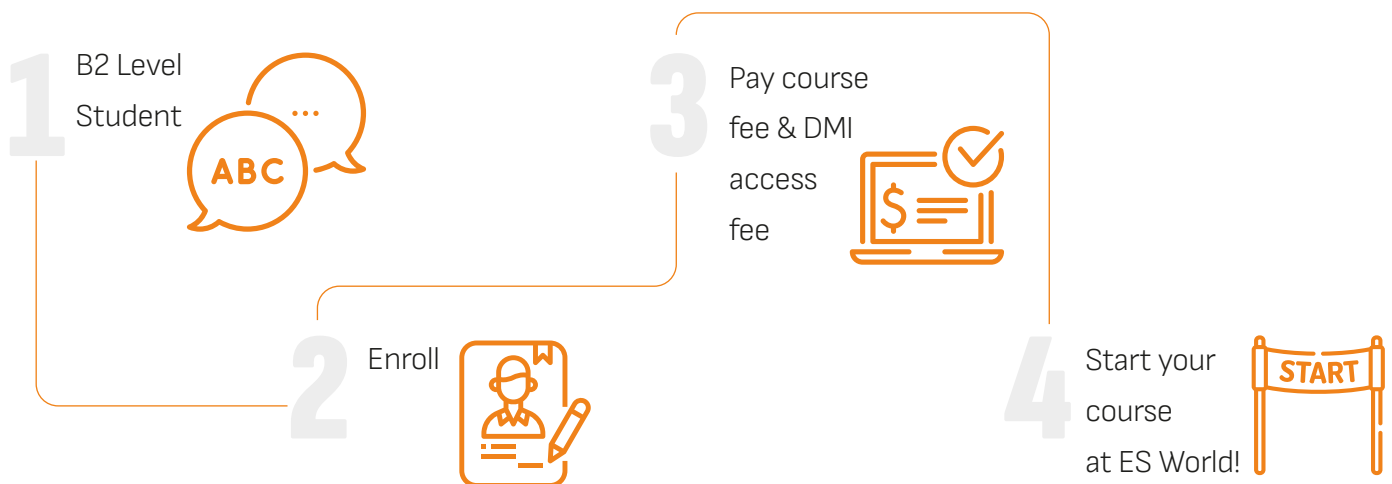
Acquire in-demand digital marketing skills to enhance your career.

→ 1-Year DMI Portal Access*:

Stay up-to-date with the latest digital marketing trends and insights.

* DMI portal access & exam access is exclusively available to students who pay the certification fee.

Student journey:



Learning Outcomes:



| Weeks | Title | Description |
|------------------------------------|---|--|
| Week 1 | Digital Marketing & AI | <ul style="list-style-type: none"> → Introduction to digital marketing and its impact → Overview of digital channels and AI tools → Integrating on line and offline marketing |
| Week 2 | Content Marketing & Creation | <ul style="list-style-type: none"> → Strategies for content creation vs. curation → Understanding buyer personas and metrics → Using tools for effective content generation |
| Week 3 | Social Media Marketing | <ul style="list-style-type: none"> → Key platforms (Facebook, Instagram, LinkedIn) → Social media algorithms and campaign creation → Audience targeting and engagement strategies |
| Digital marketing project 1 | | |
| Week 4 | SEO (Search Engine Optimization), Paid Search (PPC) & Display Advertising | <ul style="list-style-type: none"> → Search engine optimization techniques → Google Ads management → Display advertising strategies |
| Week 5 | Email Marketing & Professional Skills for Digital Marketers | <ul style="list-style-type: none"> → Email campaign creation → Automation strategies → Digital marketing professional toolkit |
| Week 6 | Website Optimization & eCommerce Analytics with Google Analytics 4 | <ul style="list-style-type: none"> → eCommerce fundamentals → Google Analytics 4 → Website performance tracking |

Digital marketing project 2



Digital Marketing course intake dates 2026:

| Course | Start | End |
|----------|---------------------------------|---------------------------------|
| Course 1 | 16 th February 2026 | 28 th March 2026 |
| Course 2 | 30 th March 2026 | 9 th May 2026 |
| Course 3 | 11 th May 2026 | 27 th June 2026 |
| Course 4 | 29 th June 2026 | 8 th August 2026 |
| Course 5 | 10 th August 2026 | 19 th September 2026 |
| Course 6 | 21 st September 2026 | 31 st October 2026 |
| Course 7 | 2 nd November 2026 | 12 th December 2026 |

*Dates may be subject to change based on UAE public holidays, unforeseen circumstances or operational requirements.

DATES

Why

choose ES?



Stunning campuses in prime locations



Student support in 20+ languages



Exciting social activities programme every month



Expert and qualified EFL teachers



A global community of 106+ nationalities



Dedicated careers office





Study, connect, and discover with ES!

Learn English, join our social programme,
and experience Dubai with students from
around the world.

