

Proposal for a Certificate: Digital marketing of products and services to reach international markets

Certificate delivered by:	College de Paris International
Number of Hours:	20hs
Methodology:	5 Content Sessions / 1 Workshop
Number of Sessions	6 (5 sessions of 3 hours, 1 workshop 5 hours)
Faculty:	TBD

Objectives of the Certificate/Program

This short certificate aims to provide participants with a basic knowledge regarding Digital Marketing fundamentals to develop campaigns for products and services worldwide. It will cover not only the strategic considerations, but also expose students to tools that can be readily implemented. The Certificate will be split among content courses during the week and a workshop on Saturday to apply what they have seen during the week.

Units to be Covered Content

Global Marketing	Gain knowledge in international marketing Challenges and opportunities for companies Define the best targeting with respect to new market horizons Results driven communication Gain a better understanding of the challenge's businesses face on the global stage Maximize marketing and communication opportunities Understand the difference on marketing Products to Services
Digital strategy	Know the evolutions towards multi-channel, digitalization of organizations, etc. Have the necessary knowledge to understand digital and its impact on organizations

Advanced Web marketing & social media (Workshop)

Develop a marketing and sales strategy for the company on the Internet
Learn to identify and use current market trends in your field of activity
Identify and qualify consumer requests on the Internet and adapt an appropriate response
Know how to measure and manage feedback and reactions and provide summary reports and analysis of results

Content marketing

Definition of content marketing
The content marketing framework
How to create a workflow
Organizing and storing content
Search engine optimization

E-influence

Definition of influencer communication
Applying the influential communication strategy to the launch of a new brand
Integrating influential communication into the company's strategy
The 5 steps to implementing influencer communication
Establishing success criteria and defining ROI calculation indicators

Brand content

Introduction to the world of brand content creation
Know the 4 typical models of brand content creation
Projecting thought leadership through your brand
Creating and sponsoring content that gets the best possible reach

Split per session

Monday	2-May	6am-9am (Bogota)	Global Marketing
Tuesday	3-May	6am-9am (Bogota)	Digital strategy
Wednesday	4-May	6am-9am (Bogota)	Content marketing
Thursday	5-May	6am-9am (Bogota)	Brand content
Friday	6-May	6am-9am (Bogota)	E-influence
Saturday	7-May	8am-1pm (Bogota)	Advanced Webmarketing & social media (Wokshop)

