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1- Strategy & Leadership

- Concepts & frameworks of strategy development
- Leading people and managing high performing teams
- Personal development plans & tips to create own sustainable competitive advantage

By Completing This Path You Will Learn

2- Content

- Developing media-agnostic content strategy
- Delivering cross-channel integrated content marketing efforts
- Analyzing and measuring content marketing effectiveness

By Completing This Path You Will Learn

3- Community management

- Community Management 101
- The Social Media Channels Mix
- Best Practices on Social Media Community Management
- The Difference Between Social Channels and Usage For Brands

By Completing This Path You Will Learn

4- Paid Media (Branding)

- Paid Media 101
- Cross-channel branding solutions
- Designing and monitoring KPIs for tracking paid media effectiveness
- How to Manage a Paid Media Campaign/Project for Your Brand/Product
- Data-driven attribution applied to branding activity

By Completing This Path You Will Learn

5- Paid Media (Performance)

- Performance paid media solutions - cross-channel
- Designing and monitoring performance KPIs
- The Ecosystem of eCommerce
- Running a profitable e-commerce business - KPIs
- data-driven attribution for e-commerce performance

By Completing This Path You Will Learn

6- Analytics

- Analytics 101
- The Integrations Between Analytics & Online Paid Media
- How To Manage an Analytics Dashboard for Your Brand/Campaigns
- How To Generate Reports That Matters for Your Business/Campaign Goals & KPIs
- Data-driven attribution

By Completing This Path You Will Learn

7- Technology & Development

- Tech Trends
- The Ecosystem Of Technology Development
- The basics of tech development: websites, apps, Machine Learning, etc.
- How To Manage & Deliver Technology Projects/Products
- The Relationship Between Technology & Digital Marketing
- Principles of digital design thinking & prototyping

By Completing This Path You Will Learn

14- Consultancy

13- AI/BI/BigData

By Completing This Path You Will Learn

- Identifying cross-organizational business intelligence needs
- Leveraging digital channels for business intelligence (Social listening, trends tools, etc.)
- Dashboarding solutions (tableau, etc.)
- Turning data into insights - Frameworks & Storytelling

12- Omni-Channel (Offline Digitization)

- Offline to Online
- Online to Offline
- Customer Journey

By Completing This Path You Will Learn

- Online to offline digital marketing tracking solutions
- Adapting offline marketing in an online-first context
- Managing a 360 Integrated Project
- Digitizing consumer journeys - Design and Implementation

11- Crisis Management

By Completing This Path You Will Learn

- Crisis Management Within The Digital Era
- Crisis Management on Social Media
- Crisis Management Communication Skills
- Best Practices on Brand Reputation

10- Digital PR

By Completing This Path You Will Learn

- Basic Digital PR Skills
- How Digital PR Will Affect and Viral the Brand's Message
- How to Manage a Digital PR project for a Brands and Products
- Best Practices on Digital PR within The Web

9- UX/UI

By Completing This Path You Will Learn

- Principles and best practices of UX/UI
- Solutions for identifying user needs
- Leveraging data to drive UX/UI solutions
- Managing a design process

8- Soft Skills

- Project Management
- Presentation skills
- Outsource
- Feedback Management
- Unconscious Bias
- Partner Management

By Completing This Path You Will Learn

- Project Management Principles and Skills
- Storytelling and presentation skills
- Generating value through outsourcing and partner management

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2. 13- AI/BI/BigData

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