

**DIGITAL SKILLS**  
... AUTHORITY ...



**ONLINE EDITION**



# OVERVIEW



## Get the Competitive Edge!

Get instant access to the industry leading online digital marketing management course. Subscribe to the 2025 e-learning blended online + live and recorded webinar version of this globally recognized e-business certification. Our industry program will help you develop and implement a powerful digital marketing strategy, form a productive team, maximize sales and enhance your brand's reputation. You will have access to the latest insights and tips on artificial intelligence and emerging technologies, as you study for a Certificate in Online Business™.

### Price per subscriber \$2,950 incl. tax includes: -

- 90-days access to around 25-hours of high-impacting interactive online lessons and workshops (compatible with Tablets, Windows and Mac PCs)
- Downloadable e-learning versions of the 9 official COB Certified Digital Marketing Manager course books

### Taking the Exam

- Includes Digital Skills Authority exam administration costs (excludes retakes)
- Digital Skills Authority remote live exam attendance with invigilator - Add \$185 or
- Exam attendance in person at 'Authorized Testing Centers', bookable and payable direct to testing centers around the globe. Prices vary, [full details](#)

# AUDIENCE

## Who should take the course

- Digital Marketing Managers and Directors
- Marketing Department Directors and Managers
- Senior Marketing Team Members



# OUTCOMES



During and / or further to the course, you will be encouraged to: -

- Assess and contribute to the improvement of your email marketing, social media marketing, SEO and digital advertising activities
- Work collaboratively to develop creative marketing and advertising campaigns to engage your target audiences to buy, subscribe and interact
- Deploy effective social media tactics to support branding, support sales generation and enhance your reputation
- Build and manage an effective multi-channel marketing team, or contribute as part of that team
- Select and work effectively with resources including staff, artificial intelligence, suppliers, and partners
- Lead or contribute to the enhancement of corporate or brand websites to maximize online engagement, usability, and sales



*“ I will strongly recommend anyone who would like to improve his/her skills in planning for digital marketing to attend the course because they will get step by step learning of the process and strategies. It will definitely add new skills to them. ”*

**NAEMA ALIBIMANI,**  
Portal Marketing Team,  
Oman Ministry of Education

# BENEFITS

- Learn how to engage your customers to subscribe, buy and interact
- Gain valuable tips to increase traffic and sales
- Gain confidence with channel and supplier selection
- Understand and learn how to avoid the common pitfalls
- Discover new technologies and tactics for digital marketing and advertising
- Find out how to maximize your return on investment
- Avoid costly digital marketing mistakes
- Gain a globally recognized industry certification



# COURSE CONTENT



The interactive online lessons, powerful guides and workbooks will give you the following learning: -

- Digital advertising strategy, email marketing and emerging technologies
- Content strategy and customer experience
- Pay-Per-Click advertising
- Social media marketing and networking
- Exam practice exercises



*I highly recommend the content strategy training. It's very interesting and informative. The hands-on exercises were particularly useful.*



**EMMA BISHOP,**  
Then Product Manager,  
Skype

## Share Your Achievement

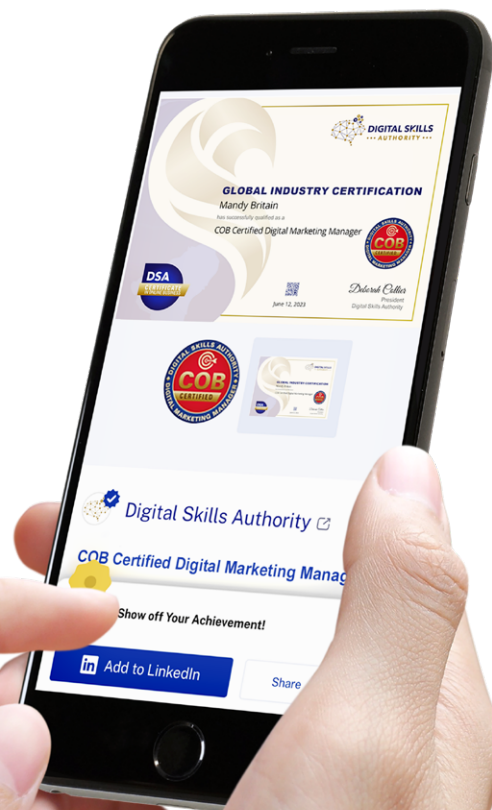
Once you have passed your exams you will be awarded your own unique verifiable credential (Secured through Blockchain).

- Share on your LinkedIn profile
- Announce over social media, through email and WhatsApp
- Share with recruiters and employers
- Maintain an online career journey with helpful salary insights
- Receive a downloadable certificate and embed your certification badge on your résumé or website



### What else?

You will have access to online quizzes, hands-on exercises, revision practice questions, and useful time and cost-saving templates.





# GET COURSE



You are just 3 steps away! For any questions visit [digitalskillsauthority.org/contact](https://digitalskillsauthority.org/contact)



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