Certified Strategy & Leadership Course – e-learning

The Certified Digital Strategy & Leadership Course, licensed by the Digital Marketing Institute, provides a substantial dose of both theoretical and practical knowledge in the area of marketing strategy planning. The course curriculum was developed by the Digital Marketing Institute in collaboration with representatives from leading organizations such as Facebook, Google, Microsoft, and Twitter.
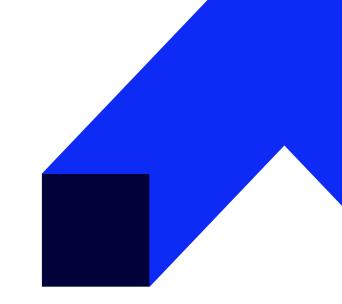
This training is designed for individuals looking to enhance their competencies in strategic planning and organizational digitalization—particularly management-level professionals as well as employees of advertising and marketing agencies.

Course Topics:

The Strategy & Leadership course includes educational materials available on an online platform, where participants explore subjects such as:

- Marketing management
- Communication fundamentals
- Digital marketing and Customer Experience
- Digital communication channels
- Analytics, data and privacy
- Managing a digital team
- Budgeting and team management
- Digital leadership
- Digital strategy management and strategic thinking
- Business performance management based on digital strategy

Participants can complete tasks related to each module as they progress and access additional articles to deepen their understanding of digital strategy. All educational materials are in English.

Certification:

Upon completion, participants are eligible to apply for an
international certification in marketing—the Professional
Diploma in Digital Strategy & Leadership, recognized at
Level 5 of the European Qualifications Framework (EQF),
which is equivalent to a short postgraduate study program.

Training recipients

- Marketing professionals – seeking to broaden their knowledge in executing effective campaigns across leading digital channels.
- Brand managers – looking for benchmarks and practical tools for digital communication, including those transitioning from offline marketing.
- Individuals seeking postgraduate education in marketing – especially those interested in a short-format course covering essential digital channels; aligned with EQF Level 5.
- Freelancers – needing a comprehensive, tools-based understanding that enables them to better leverage different areas of digital marketing.

Benefits

- Gain a strong foundation in strategic marketing principles and learn to design effective marketing programs using the 4P model, improving marketing planning skills.
- Learn to build strong brands and communicate effectively via digital channels, enhancing the company's image and customer relationships.
- Develop the ability to plan multichannel marketing strategies, focusing on customer-centricity and the customer experience, boosting satisfaction and loyalty.
- Understand various digital communication channels and both inbound and outbound marketing techniques, helping reach diverse target audiences more effectively.
- Acquire skills in data analysis and reporting, turning insights into actionable marketing initiatives and better strategic decisions.
- Learn to effectively manage digital teams, fostering motivation, goal achievement, and collaborative task delegation.
- Master the fundamentals of marketing budget planning and management, enabling better resource allocation and improved marketing efficiency.
- Gain expertise in digital leadership, becoming an effective leader who introduces modern

management methods and builds strong team relationships.

Training program

Module 1: Marketing Management
- Strategic marketing
- Market research and consumer behavior
- Market situation analysis
- Designing a marketing program – the 4P model

Module 2: Communication Fundamentals
- Basics of marketing communication
- Fundamentals of digital channel communication
- Building a strong brand
- Brand communication
- Public relations
- Crisis management

Module 3: Digital Marketing and Customer Experience
- Planning marketing activities in digital channels
- Multichannel marketing strategy
- Customer centricity and customer experience
- UX strategy principles
- Agile thinking

Module 4: Digital Channels
- Planning activities across digital channels
- Outbound marketing activities
- Community and content-based (inbound) marketing
- Search engine marketing (SEO)
- Email marketing, affiliate marketing, marketing automation

Module 5: Analytics, Data, and Ethics
- Understanding data
- Analytics and data analysis
- Data, artificial intelligence (AI), and machine learning
- Reporting and data visualization
- Improving your presentation skills
- Turning data into action
- Privacy, ethics, and data protection

Module 6: Managing a Digital Team
- Understanding the role of a manager in a team
- Effective task delegation

- How to motivate your team
- Managing hybrid and remote teams
- Delivering effective feedback
- Building successful team collaboration
- Managing upwards
- Coping with setbacks
- Managing your time effectively

Module 7: Budgeting and Building an Effective Digital Team

- Planning a digital marketing budget
- Budget allocation across digital channels
- Recruiting and training a digital team
- Performance management
- Coaching and mentoring
- Enhancing your problem-solving skills

Module 8: Digital Leadership

- Becoming a digital leader
- Transitioning from management to leadership
- Building strong team relationships
- Leading with emotional intelligence
- Workplace adaptability
- Enhancing your creativity
- Conflict management

Module 9: Digital Strategy Management & Strategic Thinking

- Analyzing the initial situation and target audiences
- Defining target groups
- Setting strategic objectives
- Selecting digital channels
- Developing an action plan
- KPIs and measuring progress
- Core skill: strategic thinking

Module 10: Managing Business Performance Through Digital Strategy

- Managing digital operations and digital transformation
- Implementing and executing digital strategy
- Managing business performance and growth

Module 11: Video Chat

- Review of materials and exam preparation – individual consultations
- Q&A session
- Sample knowledge test
- References to additional materials
- Tips for further personal development

Expected preparation of the participant

A B2-level (or higher) proficiency in English, allowing for confident communication, is required, along with basic knowledge of the most commonly used digital tools.

Training Includes

- E-learning Content: Approximately 90 hours of learning material, available for a period of 1 year.
- Additional Resources: Access to supplementary training materials and market examples from Poland.
- Knowledge Checks: Quizzes for each module and a final exam simulation.
- Practical Exercises: Activities designed to reinforce acquired knowledge.
- Certification: The cost of certification and one exam attempt is included (each additional attempt costs €75).
- Trainer Support: 2 hours of post-course consultation with a trainer.

Czas trwania

1 dni / 5 godzin

Language

Materials: English
Exam: English