#Inventingthefuture

Certificate in Digital Marketing

About the Programme

This programme is designed to equip learners with essential digital skills and tools required in today's fast-evolving online marketing landscape. The course introduces students to key areas such as social media marketing, Search Engine Optimisation (SEO), content creation, email marketing, digital advertising, web analytics, and mobile marketing. Learners will explore real-world applications through hands-on projects and campaigns, preparing them to effectively promote brands, products, or services in digital spaces.

Entry Requirements

KCSE minimum aggregate Grade D+ (plus) and above, or a relevant qualification.

Intake
January, May, September

Mode of Delivery
Both Physical & Online

Duration
2 Semesters

Career Opportunities
- Digital Media Manager   -
- Pay-Per-Click Manager
- SEM/SEO Specialist
- Content Strategist
- E-commerce Specialist
- Brand Marketing Expert

Apply Today

ZETECH UNIVERSITY
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+254 719 034 500   +254 706 622 557   courses@zetech.ac.ke   www.zetech.ac.ke

Campuses | Nairobi City ● Technology Park Mang'u ● Ruiru ● Zetech Digital School