

Diploma in Digital Marketing

About the Programme

This programme is designed to equip students with practical skills and up-to-date knowledge in digital marketing strategies, tools, and platforms. It prepares learners to plan, implement, and manage effective digital campaigns across various channels, including social media, email, websites, and search engines. The curriculum covers key areas such as content creation, Search Engine Optimisation (SEO), Pay-Per-Click (PPC) advertising, social media marketing, email marketing, digital analytics, and mobile marketing.

Entry Requirements

KCSE certificate with a minimum of C- (minus) and above, or a relevant qualification.

Intake

January, May, September

Mode of Delivery

Both Physical & Online

Duration

4 Semesters

Career Opportunities

- Digital Media Manager
- Pay-Per-Click Manager
- SEM/SEO Specialist
- Content Strategist
- Brand Marketing Expert
- Social Media Marketer
- Online Marketer

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+254 719 034 500



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