

Training for Growth and Competitiveness

Improved Competitiveness through Digital Marketing



Problem background

Is your organisation in Digital Marketing? Digital marketing is providing new tools that offer a fantastic opportunity for organisations to reach new customers and increase profits. In the last decade, organisations that harnessed the advantages that such new technology presented, have disrupted the market to their benefit. On the other hand, organisations who have been resisting change are facing tough competition and are often struggling for growth.



Experienced and qualified tutors



Blended Learning with free access to e-Learning content even after successful course completion



Customised courses to address organisation specific management and market segment

MECB Corporate Training Division is supported by a team of experienced and highly qualified educators. Our team is trained to MSc or PhD level, and is supported with pedagogic formation. This ensures that our clients receive the right knowledge, in the right format, to help them effectively exploit the acquired skills in a short timeframe.



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Our Offer

- 10 hours course on Digital Marketing;
- Training will cover:
 - Fundamentals of Digital Marketing;
 - Learn best practices and how to identify emerging opportunities that new technology presents;
 - Hands-on cases study and practice on effective digital marketing tools that will help your organisation grow;
 - Online advertising
 - Techniques to align digital adoption to existing management processes
 - Selecting key measures and refining processes