

Certificate in Strategic Digital Marketing



**EARLY
BIRD
DISCOUNT**

Training fees: 790\$ (Fresh)

Early Bird: 670\$ (before January 8, 2024)



January 15, 17, 22, 24, 29, 31

February 5, 7, 12, 14, 19, 21

Time: 5:30 pm till 8:30 pm



Total number of hours: 36 hours



Language: English



Modality: Online on Zoom



For registration: [click here](#)

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Dr. Gloria Haddad

Dr. Gloria Haddad is member of the Faculty of Business and Management at USJ. She specializes in the fields of strategy, marketing, management, and organizational behavior. She has a long withstanding experience of more than twenty years combining both professional practice and academic teaching extending to education management respectively in the positions of international program coordinator and associate dean.

On top of her expertise in Lebanon, she has lectured on several occasions in highly reputable European universities. She is an affiliated member of the international research chair “Women and Economic renewal” based at Grenoble Ecole de Management in France. She has published articles in top academic journals dealing with gender equity, entrepreneurship, strategy, strategic technology management, diversity and inclusion. She is winner of the Best Author Emerald Publishing Literati Awards for Excellence 2019.

Dr. Gloria Haddad is an expert trainer at the Professional Training Center.

PROGRAM OUTLINE

• **Module 1: Strategic Marketing | Dr. Gloria Haddad (9 hours)**

Learning outcomes:

- Understand the relationship between corporate and marketing strategy.
- Apply environmental scanning tools to analyze market dynamics.
- Learn market segmentation, targeting strategies, and brand/product positioning.
- Develop Unique Selling Propositions.
- Apply the steps needed for drafting a result-oriented marketing plan.

AXIS 1: STRATEGIC MARKETING PROCESS

AXIS 2: MARKET SEGMENTATION AND TARGETING STRATEGIES

AXIS 3: BRAND/PRODUCT POSITIONING

BUILDING THE PERFECT MARKETING MIX





Dr. Maria Frangieh

Dr. Maria Frangieh is a successful and visionary entrepreneur. She is a university lecturer in Digital Transformation, Digital Marketing and e-commerce, she holds a Doctorate degree in Web Technologies and Knowledge Sharing. She is also a founder and managing partner of Socialprise a digital marketing, training and communications agency operating globally since 2005. Dr. Frangieh is Founder of the initiative Watani supporting Lebanese businesses to grow their business and export their products. She is also an international speaker and trainer in entrepreneurship and digital marketing.

Throughout the years, Dr. Frangieh has been mentoring international start-ups and established businesses helping them grow their operations and expand internationally. She is also a consultant for many brands, CEOs and public figures supporting them with their professional digital image.

Dr. Maria Frangieh is an expert trainer at the Professional Training Center.

PROGRAM OUTLINE

• **Module 2: Digital Marketing | Dr. Maria Frangieh (27 hours)**

Learning outcomes:

- Understand digital marketing and how to use it to reach your target audience.
- Create effective content that engages and converts your audience.
- Build a strong online presence and brand identity.
- Develop and execute marketing campaigns that achieve your goals.
- Analyze data to track the performance of your marketing efforts and make informed decisions.

By the end of this training, you will have the knowledge and skills you need to become an ambassador of your own brand.

AXIS 1: DIGITAL MARKETING FUNDAMENTALS

- Introduction to Social Media Platforms: Exploring major social media platforms and their professional setup for business use.
- Developing an Effective Digital Marketing Strategy: Understanding the key components and best practices in devising successful digital marketing strategies.
- Content Creation: Crafting engaging and compelling content, including descriptions, visuals, and videos, tailored for digital marketing campaigns.

AXIS 2: ONLINE BRANDING

- Branding Elements: Utilizing colors and visual direction to create a consistent and impactful online brand identity.
- Online Reputation Management: Learning techniques to build and maintain a positive online reputation that resonates with the target audience.
- Personal Profile Branding: Cultivating an authentic and influential personal brand that aligns with professional goals.
- Business Profile Branding: Establishing a strong brand presence for businesses, conveying their unique value proposition.

AXIS 3: DIGITAL MARKETING IMPLEMENTATION

- Marketing Campaign Creation: Strategizing and executing marketing campaigns to promote products or services through both business and personal profiles.
- Advertising on Social Media: Leveraging Facebook, Instagram, TikTok, and Google Ads platforms to effectively reach and engage the target audience.
- Insights and Analytics: Understanding how to interpret and use data insights to optimize digital marketing efforts and achieve better results.
- Becoming an Ambassador of Your Brand: Embracing a proactive and authentic approach to represent and promote your personal and business brand effectively. Build a compelling personal profile that resonates with the target audience and supports professional growth.