



DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT

Covers online marketing fundamentals including SEO, social media campaigns, email marketing, content creation, and analytics.

Objectives:

- Understand digital marketing channels and tools.
- Learn to create and manage social media campaigns.
- Build strategies for brand awareness and customer engagement.

Outcomes:

- Develop social media content calendars.
- Run ads on platforms like Facebook, Instagram, TikTok, and Google Ads.
- Measure and analyze campaign effectiveness.

Career Path:

- Digital Marketing Specialist
- Social Media Manager
- SEO/SEM Analyst
- Content Strategist

Who Should Join?

- Entrepreneurs promoting their businesses.
- Marketing students and professionals.
- Freelancers and aspiring digital marketers.

Duration: 30h (10 weeks by 3h) from October 19 – December 28

Schedule: Sundays from 08:00 am to 11:00 am

Language: Khmer

Curriculum

- ❖ Introduction to Digital Marketing
- ❖ Social Media Platforms Overview
- ❖ Content Creation & Branding
- ❖ SEO Basics & Keywords Research
- ❖ Facebook Ads & Google Ads
- ❖ Email Marketing Techniques
- ❖ Social Media Analytics & KPIs
- ❖ Influencer & Affiliate Marketing
- ❖ Building a Marketing Strategy
- ❖ Final Project – Digital Campaign