



## 2-Year Diploma in DIGITAL MARKETING

The Skills and Business Technical Center (SBTC) of Westline Education Group (WEG) is offering a **2-Year Diploma in Digital Marketing**, designed to equip Cambodian youth with job-ready, industry-relevant skills. The program is accredited by the *Ministry of Labour and Vocational Training (MLVT)* and aligned with Cambodia's national TVET framework, ensuring quality, relevance, and recognition across key industry sectors.



### Course Highlights



Become a Pro in Digital Marketing Core Concepts



Improve Your Professional English Language Skills



Develop Soft-Skills, Life-Skills & Career Readiness Skills



Earn Globally Recognized Certificate from FranklinCovey, USA



Get a Diploma accredited by the MLVT, Cambodia



Develop Practical Competencies with an Industry Internship



### Who Should Join?

- Current University Students.
- University Graduates.
- Early Year Professionals.
- Anyone who aspire to become an expert in digital marketing.
- Digital Marketing Job Seekers.

Call Us Now!



+855 - 11 888 238

# 2-Year Diploma in DIGITAL MARKETING

Duration: 2 Years | Credit: 73 | Courses: 20+



## Learning Outcome

Learners will be able to

- Apply Core Marketing Concepts.
- Plan and Execute Integrated Digital Marketing Campaigns.
- Use Digital Marketing Tools and Platforms Proficiently.
- Utilize Designing Tools to Create Digital Creatives.
- Optimize Digital Content for Search Engines.
- Analyze Marketing Data and Interpret Insights.
- Apply Ethical and Legal Digital Marketing Practices.
- Demonstrate Professional Communication and Teamwork Skills.
- Practice Time Management and Workplace Productivity.
- Apply Emotional Intelligence and Resilience at Work.
- Demonstrate the Habits of Personal and Interpersonal Effectiveness.
- Prepare for Employment and Career Growth.

## Certification

### Diploma Certificate: Awarded by MLVT

- **7 Habits of Highly Effective People** Course: Awarded by FranklinCovey Education, USA
- **Career Readiness** Courses: Awarded by LeaderU, FranklinCovey Education (\$5 per certificate - optional)

## Schedule

Morning: 8:30 AM to 11:40 AM

Afternoon: 1:00 PM to 4:10 PM

Evening: 5:30 PM to 8:40 PM

## Curriculum

### Semester 1

- Foundations of Marketing & Consumer Behavior.
- Digital Marketing Fundamentals.
- Search Engine Optimization.
- English Level - O1
- Soft Skills I: Public Speaking and Presentation Skills.

### Semester 2

- Design Tools: Photoshop, Canva, Illustrator (Basics).
- Social Media Marketing.
- Content Marketing & Copy Writing.
- Email Marketing.
- Soft Skills II: Study Skills & Time Management.

### MID-TERM EXAM

### Semester 3

- Search Engine Marketing.
- Display Advertising.
- Digital Marketing Analytics.
- English Level - O2
- Soft Skills III: Critical Thinking & Problem Solving Skills.

### Semester 4

- Marketing Automation.
- Artificial Intelligence (AI) in Marketing.
- 7 Habits of Highly Effective People: FranklinCovey.
- Career Readiness Bundle: Under FranklinCovey's LeaderU (9 courses)
- Soft Skills IV: Emotional Intelligence and Mental Wellness.

### INDUSTRY INTERNSHIP WITH CAPSTONE PROJECT

### FINAL EXAM

**Enroll Today**

Limited Seats Available.



\*Applicants may also enroll to any modular course(s).



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