



UNIVERSITI
SAINS
MALAYSIA



Collaboration between
School of Management and
School of Communication

ONLINE COURSES

PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING AND ANALYTICS

TARGET AUDIENCE

Managers, Marketers, Entrepreneurs, Engineers, Finance Directors, Management Accounts, Business Analyst, Working Professionals, Academics or those who have interest in Digital Marketing and Business Analytics.



LIST OF MODULES

DIGITAL CONTENT IDEATION

6 - 7 MAY 2023

HRD CORP SBL-KHAS 10001214626

MARKETING VIDEOGRAPHY

13 - 14 MAY 2023

HRD CORP SBL-KHAS 10001215599

SEARCH ENGINE MARKETING

20 - 21 MAY 2023

HRD CORP SBL-KHAS 10001214627

DATA STORYTELLING & VISUALISATION

27 - 28 MAY 2023

HRD CORP SBL-KHAS 10001214008

MARKETING ANALYTICS

3 - 4 JUNE 2023

HRD CORP MC 10001218776

SOCIAL MEDIA ANALYTICS

10 - 11 JUNE 2023

HRD CORP SBL-KHAS 10001214534

REGISTRATION & FEES RM800 PER MODULE

COME AND JOIN US NOW!!

METHOD OF PAYMENT

Local Order (LO), Purchase Order (PO), Cheque (Company Cheque only), Postal Order, Electronic Fund Transfer (EFT), Bank-in Cash and Telegraphic Transfer (TT)

EFT, TT and Bank-in cash

Please send proof of payment to Usains Holdings (helpdesk@usainsgroup.com)

Account Name & Account No.

USAINS Holding Sdn. Bhd &
Ambank 888-100-985-0380

BACKGROUND AND PROGRAM DESCRIPTION

School of Management and School of Communication collaborate to offer a Professional Certificate in Digital Marketing and Analytic which empowers participants with the right skills to be professional digital marketers and people who want to make the first leap into the digital marketing niche. Enjoy the hands-on digital strategies to boost your marketing performance and leave the competition behind.

ONLY
RM800
PER MODULE!!!

For Registration,
please use the link here:



COMBO 3 MODULES: **10% DISCOUNT**
COMBO 6 MODULES: **15% DISCOUNT**


GROUP DISCOUNT (3 - 5 PAX): **10% DISCOUNT**
GROUP DISCOUNT (6 AND ABOVE) : **15% DISCOUNT**




Please contact
for further information





Dr Anwar Bin Allah Pitchay
School of Management, Universiti Sains Malaysia,
11800 USM, Penang, Malaysia
Tel: +604-653 5164 Email: anwarap@usm.my

Ms Azizah Binti Ahmad
School of Communication, Universiti Sains Malaysia,
11800 USM, Penang, Malaysia.
Whatsapp/Call: +6046534198 Email: azyzah@usm.my

PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING & ANALYTICS

 Technological advancement and digital revolution are now moving at the speed of light. What can you do to prepare yourself for the skills of tomorrow? Join our Professional Certificate in Digital Marketing and Analytics!!!

 Organised by the School of Management and School of Communication, Universiti Sains Malaysia, this course will prepare you for a new skillset of the future  

-  HRD Corp Claimable
-  6 Modules Available
-  Fully online
-  List of modules: Digital Content Ideation, Marketing Videography, Search Engine Marketing, Social Media Analytics, Marketing Analytics and Data Storytelling and Visualisation

 Whatsapp us for more info:

www.wasap.my/6046534198/DigitalMarketingAnalytics

www.wasap.my/60124052000/DigitalMarketingAnalytics

www.wasap.my/60193228232/DigitalMarketingAnalytics

OR Register via this link:

https://docs.google.com/forms/d/e/1FAIpQLSfXMp9zZgVKQ3zSs_x5u8HWF0tNvCjnoOSytoQtPFmaxcNP8Q/viewform?vc=0&c=0&w=1&flr=0

Link for the trainers and modules:

https://staffusmmy.sharepoint.com/:f/g/person/hasrina_usm_my/Eh_i89C5FSpOmWL4QScP04cBw2GrFrZulmLPfzcVqk9rUw?e=Ezahg8