



**GALALA
UNIVERSITY**

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DIGITAL MARKETING

Galala University Executive Education

Starts on 5th December, 2025

Online

Digital Marketing

(GUEX009)

This intensive, fast-track certificate program equips professionals with essential digital marketing strategies and tools to grow brands and businesses online. Covering key areas such as SEO, social media, content marketing, and paid advertising, the program is designed for quick skill acquisition and immediate real-world application.

Course Schedule

(Online)

Week	Session	Instructor	Topics
Week 1	Session 1 5-12-2025	Dr. Eman M. Soliman	Module 1: Digital Marketing Foundations Core Concepts, Consumer Behavior, and Digital Strategy
	Session 2 6-12-2025		Market Research and Competitor Analysis
Week 2	Session 3 12-12-2025		Module 2: SEO & Content Marketing SEO Fundamentals and Keyword Optimization
	Session 4 13-12-2025		Content Creation, Blogging, and Video Marketing
Week 3	Session 5 19-12-2025	Dr. Dina Mokhtar	Module 3: Social Media & Paid Advertising - Meta Ads and TikTok Ads Campaigns. - Search Engine Optimization (SEO) and Search Engine Marketing (SEM).
	Session 6 20-12-2025		- Google Search and Google Display Advertising Campaigns. - Digital Marketing Strategy, Google Ads, Facebook Ads, and Influencer Marketing.
Week 4	Session 7 26-12-2025		Module 4: Analytics & Campaign Execution Google Analytics and Performance Tracking.
	Session 8 27-12-2025		Capstone Project: Launching a Real Digital Marketing Campaign
Week 5	To be scheduled	On Campus Galala University	- Final Project Presentations - Wrap - up, Feedback, and Future Directions - Closing Ceremony