



►► Professional Certificate

Digital Marketing

London, Liverpool, Leeds, Brighton and Bournemouth

Master digital marketing essentials with our expert-led certificate course!

Developed in collaboration with the Digital Marketing Institute, get equipped with the tools needed to grow your skill set in the digital world. This course blends real-world examples with actionable strategies.

Who is it For?

This course is perfect for:

- › Recent graduates eager to improve their digital skills for the job market
- › English learners who want to communicate professionally
- › Small business owners looking to implement effective digital strategies
- › Career changers interested in switching to digital marketing roles
- › Current professionals looking to expand their skillset

What will you learn?

Introduction to Digital Marketing

Social Media Marketing

Content Marketing

Search Engine Optimisation (SEO)

Display Ads and Pay-Per-Click (PPC)

Email Marketing

Brand Storytelling

Website Optimisation

Google Analytics 4 (GA4)

Digital Marketing Strategy



Company visit



Guest speaker



4 weeks / 60 hours



Presentation



B1+



Group work



Project



Currently Digital Marketing in London is accredited by the British Accreditation Council as a Short Course Provider.

2026 start dates:

London:

5 May, 1 Jun, 6 Jul, 3 Aug,
7 Sep, 5 Oct, 2 Nov

Liverpool:

7 Apr, 1 Jun, 3 Aug, 5 Oct

Leeds:

7 Apr, 1 Jun, 3 Aug, 5 Oct

Brighton:

1 Jun, 6 Jul

Bournemouth:

1 Jun, 6 Jul

*If start date falls on a bank holiday,
classes begin on Tuesday

Entry level: 18 years and older/ Level 5
(Bayswater)/B1+ (CEFR) Requirement

Why Bayswater?

Bayswater provides global upskilling experiences that equip students with the practical skills and confidence to thrive in the future of work.

Our programmes blend real-world experience, strategic thinking, and essential soft skills to help students stand out in today's competitive job market.

Certificates we offer in the UK:

- › International Business Management
- › Luxury Brand Management
- › CX Customer Experience Management

Stack your skills

Our certificates act as micro-credentials. This focused learning allows you to quickly grow or update your skill set for in-demand industries.

Get ready for the future of work with us.

Find out more at bayswater.ac

Benefits

Lifetime membership to the Digital Marketing Institute (DMI) and 6 months DMI Professional Membership access

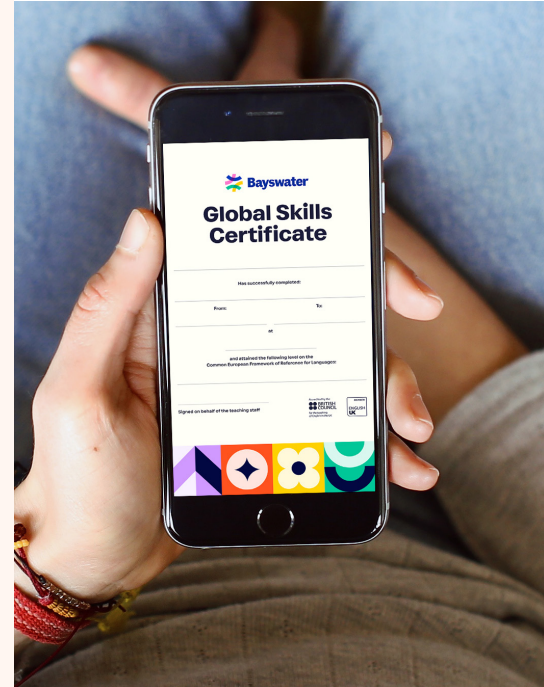
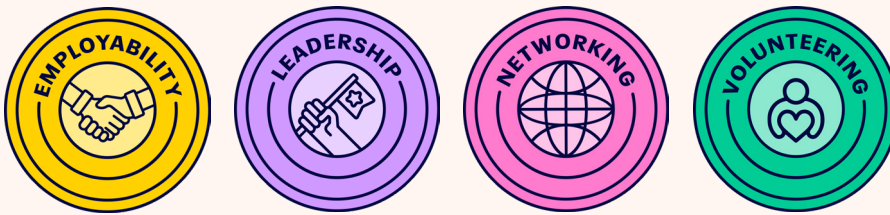
Additional certificate from the DMI: Digital Marketing Associate



The Bayswater advantage – Gain global skills when you study with us

By enrolling with us, **we'll additionally upskill you** in Communication and Intercultural Competence, Critical Thinking, Collaboration, Problem Solving, AI and Digital Literacy and Presenting. You will receive an additional **Global Skills Certificate** (digital) that recognises these new skills.

You will get the opportunity to **gain further skills, outside of the classroom**. Our Digital Badges in Volunteering, Networking, Leadership and Employability are another way to **stand out to potential employers**.



Sample Digital Marketing Timetable 2026*

	Monday	Tuesday	Wednesday	Thursday	Friday
	14:10 - 17:30 PM				
Week 1	Introduction to Digital Marketing	Social Media Marketing	Group project	Tutor-led group project and feedback	Content Marketing
Week 2	Search Engine Optimisation (SEO)	Company Visit	Group project	Tutor-led group project and feedback	Display Ads and Pay-Per-Click (PPC)
Week 3	Email Marketing	Brand Storytelling	Group project	Tutor-led group project and feedback	Website Optimisation
Week 4	Google Analytics 4 (GA4)	Digital Marketing Strategy	Group project	Tutor-led group project and feedback	Final presentation

*Class times may vary depending on start date.



Visit us in London
167 Queensway, London W2 4SB

Visit us in Brighton
61 Western Rd, Hove BN3 1JD

Visit us in Bournemouth
St Peters Quarter, Bournemouth BH1 2AD

Visit us in Leeds
New Address coming soon

Visit us in Liverpool
42-46 Whitechapel, Liverpool L1 6DS

Agent Enquiries
Our agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an agent in your area.

For agent sales enquiries please contact us at sales@bayswater.ac

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