



Professional Certificate

Digital Marketing

London

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

Our Digital Marketing certificate, developed in collaboration with the Digital Marketing Institute, equips aspiring marketers with the tools they need to succeed. Led by seasoned marketing professionals, this course blends real-world examples with actionable strategies.

Who is it For?

This course is perfect for:

- Traditional marketers looking to expand their skillset
- Recent graduates eager to improve their digital skills for the job market
- Small business owners looking to implement effective digital strategies
- Career changers interested in switching to digital marketing roles
- B2 language learners of English who want to communicate professionally

What will you learn?

- Digital Marketing in the Era of AI
- Content Marketing
- Social Media Marketing
- Search Engine Optimisation
- Paid Search (PPC) using Google Ads
- Display & Video Advertising
- Email Marketing
- Website Optimisation
- Analytics using Google Analytics
- Digital Marketing Strategy

Company visit and industry guest speaker

Group project and final presentation

Suitable for B2 English level

Classroom lecture format

4 weeks

AI generation skills

Age 18 +

Accredited by the British Accreditation Council as a Short Course Provider.



2024 start dates:

5, 19 Aug 7 Oct
2 Sep 4 Nov

2025 start dates:

3 Feb 2 Jun 1 Sep
3 Mar 7 Jul 6 Oct
7 Apr 4 Aug 3 Nov
6 May

For courses starting in 2025, the required level will be from 5.5/B1 intermediate level.

"I had lots of fun learning while being in a great environment. I learned so much and gained a large amount of hands-on tools for digital marketing"

Alexandra Nenadovic
JP Morgan, Chase & Co

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 academics with real-world experience and soft skills, to empower students to create the life they want to live.

Combine Your Course With

- English language lessons
- International Business Management
- Luxury Brand Management



Find out more at bayswater.ac

Strengthen Soft Skills

Cultural Competence & Understanding

Language Skills

Independence & Self-reliance

Global Perspective

Improved Communication Skills

Critical Thinking & Decision Making

Teamwork & Collaboration

Improved Social Skills

Interpersonal Relationships

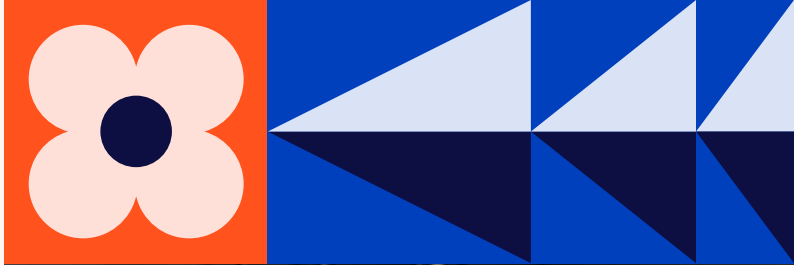
Benefits

Access to Bayswater online portal for revision and extra material

Lifetime membership to the Digital Marketing Institute DMI, & 6 months Power Member access

EQF level 4 qualification

Certification: Bayswater Digital Marketing Certificate & DMI Digital Marketing Associate Certificate



Sample Digital Marketing Timetable 2024

		Monday	Tuesday	Wednesday	Thursday	Friday
WK 1	Time	13.30-16.50				
	Topic	Introduction to Digital Marketing	Content Marketing	Group project	Social Media Marketing	Group project
WK 2	Time	13.30-16.50				
	Topic	Paid Search (PPC) using Google Ads	Display & Video Advertising	Group project	Email Marketing	Group project
WK 3	Time	13.30-16.50				
	Topic	Search Engine Optimisation	Guest speaker	Group project	Company visit	Group project
WK 4	Time	13.30-16.50				
	Topic	Website Optimisation	Analytics using Google Analytics	Group project	Digital Marketing Strategy	Group project



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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

