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Digital Marketing and Networking

	09:00 - 16:00	Trainer
Monday	#1. Introduction to Digital Marketing #2. Offline vs Online Marketing #3. eCommerce and Conversion Optimisation instead of Banner Advertising	Angele Giuliano
Tuesday	#4. Banner Advertising #5. Social Networking #6. Email Marketing	Angele Giuliano
Wednesday	#7. Affiliate Websites #8. Mobile Apps #9: Paid vs Free Marketing	Angele Giuliano
Thursday	(Practical Assignment) #10: Building a Digital Marketing Plan	Students work on their own
Friday	#11: Class correction and test #12: Awards of Certificates #13: Open Discussion/Feedback	Angele Giuliano

All training sessions held at Hilltop Gardens, Triq l-Inkwina, Naxxar (tel: +356 21224900).

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