

www.trainingmalta.com – info@trainingmalta.com
 Hilltop Gardens, Triq l-Inkwina, Naxxar NXR 2641 – MALTA
 Tel: (+356) 21224900

Digital Marketing and Networking

	09:00 - 13:00	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 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).

Contacts: Angele Giuliano +356 99447060
 Maryrose Francica +356 79861168
 Lourdes Cini +356 79315107