

# OVERVIEW OF MODULES

## DIPLOMA:

## ONLINE MARKETING & COMMUNITY MANAGEMENT

### COMPANY STRATEGY AND MARKETING

Customer orientation,  
Strategic marketing

15 hrs

### CONTENT CREATION

Blogging and writing  
Audiovisual content/  
Storytelling

12 hrs

### CONCEPTUAL FRAMEWORK OF DIGITAL MARKETING

Specific concepts of digital  
marketing,  
Digital tools

15 hrs

### SOCIAL NETWORKS

How they work and what they  
are for  
Success stories and  
crisis management

12 hrs

### SEARCH ENGINE MARKETING

SEO: concepts, design and  
controlling  
SEA-campaigns  
SEO - SEA relationship

15 hrs

### COMMUNITY MANAGEMENT

Tools and skills  
Forecast of the new roles

15 hrs

### CUSTOMER RELATIONSHIP MANAGEMENT

Creation of a database. Create  
it or buy it?  
Analysis of results and  
metrics

12 hrs

### ONLINE REPUTATION MANAGEMENT

Concept of online reputation  
Response strategies

9 hrs

### SOCIAL MEDIA

Social communication and so-  
cial media  
(Trends of) Consumer and  
online behavior

12 hrs

### ANALYTICS

Evaluation/analytics of SEO  
Campaign Management and  
Optimization

15 hrs

ELABORATION OF  
A PRACTICAL CASE.

PRESENTATION / EXAM