PR, MEDIA AND MARKETING

MK40-2 Digital Marketing Foundations

This practical two-day course provides a comprehensive introduction to the core principles of digital marketing. Participants will gain an understanding of key digital channels and learn how to plan, implement, and evaluate simple marketing campaigns to improve visibility and generate leads.

Course Information

Duration: 2 days

London (£1980): 17th June 2026, 5th August 2026, 30th September 2026, 18th November 2026, 27th January 2027, 21st April 2027, 30th June 2027, 18th August 2027, 13th October 2027, 1st December 2027, 8th March 2028

Companies nominating 3 or more delegates to attend the same programme will enjoy a special discount on the course fees.

Upon completion of one of our CPD certified courses, delegates will be awarded both an LMC certificate and a CPD certificate. No examination required.

Who is the course suitable for?

This course is suited to marketing executives, small business owners, account managers, and professionals who need a working understanding of digital marketing to collaborate effectively with agencies or internal teams. No prior technical marketing experience is required.

Course profile

Digital Marketing Foundations

- Introduction to digital marketing and key concepts
- Understanding the customer journey
- The basics of Search Engine Optimisation (SEO), Answer Engine Optimisation (AEO) and Generative Engine Optimisation (GEO)
- Website and landing page essentials
- Content planning and creation strategies using AI

Channels, Campaigns and Measurement

- Social media strategy and platform overview
- Email marketing fundamentals
- Introduction to AI for data analysis and performance tracking
- Creating simple dashboards to show marketing success through KPIs
- Planning a marketing campaign

Competencies

At the end of this course, delegates will be able to:

- Understand the main digital marketing channels, including search, social media, email, and content marketing
- Apply the fundamentals of the customer journey to marketing activities
- Plan and execute simple digital marketing campaigns
- Measure campaign effectiveness using basic analytics and key performance indicators
- Improve online visibility and lead generation for products or services

Course Booking

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