



**Brilliant
Minds Force**
CONNECTING EDUCATION TO INDUSTRY

COM1202

Digital Marketing & Branding

A specialized digital marketing and brand growth program for schools, colleges, and workforce initiatives.

OVERVIEW

BMF's Digital Marketing, Branding, and Business Growth course equips learners with specialized digital marketing knowledge, brand-building concepts, analytics awareness, and practical campaign thinking for modern business communication and growth. The program empowers educators and institutional leaders to integrate current marketing practices into curriculum, training, and community initiatives.



brilliantmindsforce.com



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WHY INSTITUTIONS CHOOSE THIS COURSE

- Specialized and current curriculum aligned with real-world digital marketing practices
- Supports business, entrepreneurship, and digital pathways
- Suitable for entry-level and emerging professionals

WHAT THE PROGRAM COVERS

- 1 Search Engine Optimization (SEO)
- 2 Pay-Per-Click Advertising (PPC)
- 3 Data-Driven Marketing and Analytics
- 4 Branding and Positioning
- 5 Integrated Marketing Communications (IMC)
- 6 Ethics in Marketing
- 7 Future Trends in Marketing
- 8 Practical Applications and Case Studies

INSTRUCTIONAL APPROACH

- Slide-based reading
- Podcasts and audio lessons
- Video lessons

Students can choose the format that works best for their learning style.

LEARNING OUTCOMES

- Learn how to use data, analytics, and campaign performance insights to make better marketing decisions.
- Gain practical awareness of SEO, paid advertising, and digital campaign strategy.

INSTITUTIONAL FIT / IDEAL FOR

- Trade Schools
- High Schools
- Colleges & Universities
- Workforce Development Programs
- Technical and Career Readiness Programs



DURATION

Flexible



FORMAT

Online, blended, or guided implementation



LANGUAGE

English / Spanish



CERTIFICATE

BMF Certificate of Achievement



LEVEL

Entry Level

Equip learners with practical marketing knowledge

Ask about implementation, customization, and multi-format delivery.

ENGAGE
STUDENTS

BUILD
CONFIDENCE

PREPARE FOR THE
FUTURE

CREATE LASTING
IMPACT