

BINDURA UNIVERSITY OF SCIENCE EDUCATION



FACULTY OF COMMERCE DEPARTMENT OF MARKETING

The Department of **MARKETING** is offering a **DIGITAL MARKETING CERTIFICATE**

Who is Eligible for this Course?

- BUSE Students and Staff
- All business organisations
- Marketers
- Sales personnel

Course Duration	:	TWENTY-ONE (21) days (including weekends)
Course Dates	:	TBA
Venue	:	Virtual
Course Fees	:	(Non- BUSE Members) and (For BUSE Students & Staff) USD\$100

Modules on Offer:

- Digital Channels and Content Marketing
- Search Engine Optimisation
- Web analytics

A Certificate of Competence shall be awarded upon Completion

For further details contact:-

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N.B: No Meals & No Accommodation