



**LONDON SCHOOL
OF EMERGING TECHNOLOGY**

DIGITAL MARKETING

COURSE ID

DMC

DEPARTMENT

DIGITAL MARKETING

CAMPUS

1 CORNHILL

LEVEL

CERTIFICATE

METHOD

LECTURE + PROJECT

DURATION

3 MONTHS

Are you looking to make a lucrative career in Digital Marketing? If so, LSET's Digital Marketing course will equip you with the knowledge and practical skills to develop, manage, and lead digital marketing activities. After completing this course, you can start your own Digital Marketing agency or work for a multinational. Are you ready to leap in your career today?

**APPLY
NOW!**

to become a professional **Digital Marketing Expert.**



Add on



Add on

Today's businesses are relying on their online presence to survive and succeed. It has become a norm to have an online presence that has shifted the focus from traditional marketing to the digital landscape. Hence, companies are now looking for skilled individuals with digital marketing know-how who can help them to conquer this online world. LSET's Digital Marketing Course will help you develop the required skills to design, develop, and execute effective digital marketing campaigns. We focus on

practice-based learning and provide our students with the opportunity to manage live campaigns. This gives you hands-on practical experience and teaches you various strategies to drive online marketing campaigns effectively.

This course will help you understand the current issues in running digital campaigns and train you to overcome those by developing creative concepts. We introduce you to the latest trends and teach you to use audio-visual techniques to present the ideas effectively.

The LSET Digital Marketing Course covers the latest technologies to build a solid online presence. It also teaches industry best practices and takes the students through the latest case studies to understand the factors that can make or break their campaigns.

The course covers all the key digital platforms like Google Business, Bing Business, Online Directories, Video platforms like YouTube and Vimeo, Social media channels, etc. It also covers SEO, PPC, Content Marketing, Website Optimisation, Affiliate Marketing, Display Advertising and Email Marketing.

TECHNOLOGIES COVERED

Social media marketing: Social media marketing is one of the most highlighted developments of the last decade. The way we interact with others has changed drastically due to the increasing use of these social platforms. In this course, you will learn how to use these social media platforms for marketing a brand and attracting consumers. We will cover automated tools to run social campaigns and the use of AI and data science-based tools to monitor the behaviour of the targeted consumers.

Email marketing: Email is an effective way to communicate with the target audience. It is a cheaper way of delivering the marketing message. In this course, we will cover various email marketing techniques and tools. You will learn a legal way of list-building and improve the delivery of emails.



SEO (search engine optimization): This is one of the most important digital marketing techniques. We rely heavily on search engines like Google to find the relevant information which influences our purchase decisions. This course will learn various techniques to optimise your website to make it appear in relevant search results.

Conversion Optimization: Small changes in how you present your website or marketing materials can significantly influence the target customers to make a purchase decision.

In this course, you will learn various areas which you can target to optimise your campaign. You will learn how to identify these low-hanging opportunities to increase your revenue. We will focus on small to microelements like changing a field colour, adding a call-to-action button, etc., which will make more significant differences in converting a visitor into a customer.

Lead Enrichment: It's easier to lose your leads than you think. Hence, it's essential to reach out the interested visitors once they leave your website. In this course, we will explore various business intelligence tools that can help you understand your leads better and provide them with the critical information they need to make a purchase decision.

Landing Page and Lead Capture: Landing pages are essential to capture leads. In this course, you will learn how to build and optimise landing pages to make your visitors give their contact information. You will also learn about the legal way of capturing, storing and using data by exploring GDPR.

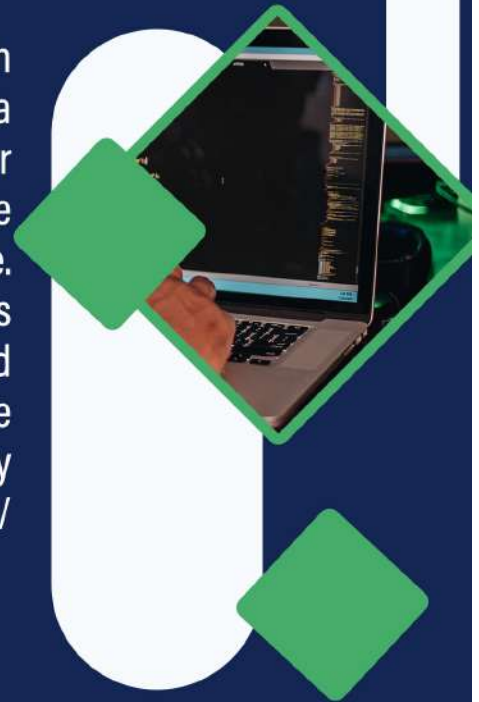
Graphic creation: Graphics are essential to attract consumers' attractions. In this course, you will learn various forms of graphics like Infographics, Memes, Vector images, etc., which can be used in your digital marketing campaigns. You will also get introduced to some of the easy to make tools to build up these digital assets yourself.



JOB GUARANTEE

Job Guarantee is an add-on program you can register with this course. You will need to clear an assessment interview to get enrolled. Once successful in the assessment, you will be offered Job Guarantee with this certificate course. There is a fee to join this program as it takes you to rigorous career development, interview preparation, mock interviews, etc. The fee for joining the Job Guarantee add-on program is £500. This is a 12 months program which starts at the end of your certificate course. As part of this program, we represent you to the prospective employers and train on career development elements...

You need to abide by the rules of this program which you can find on the Job Guarantee page. If we can't find you a relevant job or you don't find it by yourself in the similar industry in any part of the world within these 12 months, we will refund you the course fee + Job Guarantee program fee. The refund process will start after the end of the 12 months and every month we will pay £500 until the entire fee is paid back. But if you find a relevant job during this time then the remaining payments will be stopped. This program is only applicable to home students (UK permanent residents / citizens).



INDUSTRIAL TRAINING

LSET offers an optional add-on industry training program to its students. Students wishing to enrol in this program require to pay fee of £2000 to receive training from industry experts at IT companies in the US or UK. This is a month-long program which takes place at the host company's location. Interested students need to go through an assessment and host company's interview process to be accepted in the program.

COMPLEMENTARY WORKSHOPS



GIT MANAGEMENT



AGILE PROJECT
MANAGEMENT



TEAM BUILDING



PERSONALITY
DEVELOPMENT



INTERVIEW
PREPARATION

COURSE INFORMATION



SEPTEMBER
END: DECEMBER



JANUARY
END: APRIL



MAY
END: AUGUST

ENTRY CRITERIA

- ✓ You don't need any previous knowledge to start this course. All you need is a computer that can run modern web browsers, an internet connection, and a willingness to learn.
- ✓ Basic Proficiency with Computers
- ✓ Ability to work in Group

COURSE HIGHLIGHTS

- ✓ Hands-on Sessions
- ✓ Project-based Learning
- ✓ Live or Offline Capstone Project
- ✓ Real world development experience
- ✓ Industry Mentors
- ✓ Interactive Teaching Methodologies

EVALUATION CRITERIA

- ✓ 18 Coding exercises
- ✓ 5 Assignments
- ✓ 5 Quizzes
- ✓ Capstone Project
- ✓ Group activities
- ✓ Presentations

LEARNING OBJECTIVES

- ✓ Planning integrated digital marketing campaigns
- ✓ Identify areas for improving performance
- ✓ Developing an online value proposition
- ✓ Pay per click (PPC) marketing including Google Ads



- ✓ Content Marketing: developing a content calendar
- ✓ Online advertising including ad networks and behavioural targeting
- ✓ Website content and copy
- ✓ Social Media: Facebook, Twitter, Blogging, Instagram, Pinterest, YouTube, LinkedIn
- ✓ How to measure digital media effectiveness
- ✓ Targeting and persona development
- ✓ Search engine optimisation (SEO)
- ✓ Display advertising: formats, targeting and programmatic
- ✓ Partner marketing including affiliate marketing
- ✓ Email marketing including personalisation and automation
- ✓ Digital analytics: an introduction to Google Analytics



3 MONTHS / 70+ HOURS



WEEKDAYS BATCH
5:30 pm - 7:30 pm
(Wed, Thu, Fri)



WEEKENDS BATCH
9:00 am to 12:00 am
(Sat, Sun)



INTERVIEW PREPARATION
Wednesday
(4 Workshops)



HANDS-ON WORKSHOPS
Thursday (2 Workshops)



PERSONALITY DEVELOPMENT
Friday (1 Workshop)



HANDS-ON WORKSHOPS



INTERVIEW PREPARATION



CV PREPARATION



PERSONALITY DEVELOPMENT

Join the Digital Marketing Certificate course to learn the current state-of-the-art. LSET teaches this course in a project-based environment that lets you explore real-world with new skills, pursue your interests or advance your career with our Digital Marketing course.

COURSE CONTENT

Browse the LSET interactive and practical curriculum

INTRODUCTION

- ▶ Course Introduction
- ▶ How to make the best of this course
- ▶ GIT Introduction and Setup
- ▶ Course Induction
- ▶ Student Introduction

DIGITAL MARKETING FUNDAMENTALS

- ▶ Marketing v/s Sales
- ▶ What is Digital Marketing
- ▶ Content Marketing
- ▶ Understanding Leads
- ▶ Marketing Mix and 4 Ps
- ▶ Inbound vs Outbound Marketing
- ▶ Understanding Traffic
- ▶ Strategic Flow for Marketing Activities



WEBSITE PLANNING AND STRUCTURE

- ▶ Core Objective of Website and Flow
- ▶ Strategic Design of Home Page
- ▶ Strategic Design of Pricing Page
- ▶ Call to Action (Real Engagement Happens)
- ▶ SEO Overview
- ▶ Website Auditing
- ▶ One Page Website
- ▶ Strategic Design of Products & Services Page
- ▶ Portfolio, Gallery and Contact Us Page
- ▶ Designing Other Pages
- ▶ Google Analytics Tracking Code
- ▶ Designing WordPress Website
- ▶ Introduction to woo-commerce
- ▶ Payment Gateways
- ▶ Checkout and Shipping
- ▶ Live chat and WhatsApp Integration

SOCIAL MEDIA MARKETING FUNDAMENTALS

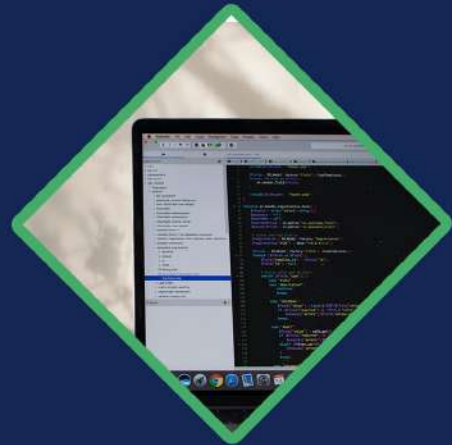
- ▶ Profiles and Pages
- ▶ Creating Social Pages
- ▶ Social Page Custom URL
- ▶ Featured Video
- ▶ Scheduling Posts
- ▶ Reply and Message
- ▶ Competitor's Social Page
- ▶ Connect with Twitter
- ▶ Business Categories



- ▶ Page Info and Settings
- ▶ Invite Page Likes
- ▶ Pin Post and Highlights
- ▶ Social Events
- ▶ Social Insights Reports
- ▶ Ban User on Social Page
- ▶ Creating remarketing campaigns
- ▶ Collecting audience data

GOOGLE ADWORDS

- ▶ Understanding Adwords
- ▶ Google Ad Types
- ▶ Creating Ad Campaigns
- ▶ Pricing Models
- ▶ Creating Text Ads
- ▶ Creating Ad Groups
- ▶ PPC Cost Formula
- ▶ Bidding Strategy for CPC
- ▶ Ad Page Rank
- ▶ Keywords Control
- ▶ Adwords User Interface
- ▶ Keyword Planning
- ▶ PPC, CPM, CPA
- ▶ Bidding Strategy on Location/Schedule/Devices
- ▶ Conversion Tracking Code
- ▶ Designing Image Ads
- ▶ Creating Animated Ads
- ▶ Youtube Video Promotion
- ▶ Remarketing Strategies



- ▶ Remarketing Rules
- ▶ Remarketing Tracking Code
- ▶ Linking Google Analytics
- ▶ Designing Remarketing Images
- ▶ Shared Budget

YOUTUBE MARKETING

- ▶ Video Flow
- ▶ Google Pages for YouTube Channel
- ▶ Webmaster Tool
- ▶ Custom Channel URL
- ▶ Featured Contents on Channel
- ▶ Uploading Videos
- ▶ Channel Navigation
- ▶ CTA – Extro
- ▶ Live Broadcasting
- ▶ Managing Comments
- ▶ Monetization with AdSense
- ▶ Channel Analytics
- ▶ Branding Watermark
- ▶ Verify Channel
- ▶ Associated Website Linking
- ▶ Channel ART/Links/Keywords
- ▶ Channel Main Trailer
- ▶ Uploading Defaults
- ▶ CTA – Annotation
- ▶ CTA – Cards for Mobile
- ▶ Post Upload Enhancements
- ▶ Managing Playlists



- ▶ Managing Messages
- ▶ Paid Youtube Channel

INTEGRATION WITH WEBSITE

- ▶ LinkedIn, Twitter and Pinterest
- ▶ Creating LinkedIn Account
- ▶ Designing Profile and Summary
- ▶ Advance Searching
- ▶ Creating LinkedIn Company Page
- ▶ Creating Showcase Pages
- ▶ Running Paid Campaigns
- ▶ LinkedIn Groups
- ▶ Marketing on Twitter & Pinterest
- ▶ Updating Contact Information and Links
- ▶ Managing Connections
- ▶ Endorsements – Publishing and Receiving
- ▶ Updating Products and Services
- ▶ Engaging with Updates
- ▶ Recruitment through LinkedIn
- ▶ LinkedIn Mobile App

GOOGLE ANALYTICS AND WEBMASTER TOOL

- ▶ Web Analytics
- ▶ Measurement Metric
- ▶ Analytics Reporting
- ▶ Audience Segmentation
- ▶ ReMarketing Audiences
- ▶ Developing Intelligence Report
- ▶ Setting up Tool for SEO
- ▶ Integrating WebMaster Tool



- ▶ Search Traffic and Links
- ▶ Managing Crawl Errors
- ▶ Integrating with Website
- ▶ Accounts and Profiles
- ▶ Sorting, Filter and Time Chart
- ▶ Traffic and Behaviour Reports
- ▶ Goals and Conversion Reports
- ▶ Google Webmaster Tool
- ▶ Adding and Managing Assets
- ▶ Site Map and Site Links
- ▶ Google Indexing
- ▶ Managing Security Issues

SEARCH ENGINE OPTIMIZATION

- ▶ Understanding SEO
- ▶ SEO Keyword Planning
- ▶ Meta Tags and Meta Description
- ▶ Website Content Optimization
- ▶ Back Link Strategies
- ▶ Internal and External Links
- ▶ Optimizing Site Structure
- ▶ Keywords in Blog and Articles
- ▶ On Page SEO
- ▶ Off-Page SEO
- ▶ Local SEO
- ▶ Mobile SEO
- ▶ eCommerce SEO
- ▶ Optimizing with Google Algorithms
- ▶ Using WebMaster Tool



*Modules of our curriculum are subject to change. We update our curriculum based on the new releases of the libraries, frameworks, Software, etc. Students will be informed about the final curriculum in the course induction class.

COURSE SCHEDULE

We offer weekdays and weekend batch choices so you can up-skill yourself while keeping your fulltime job. Both batches follow the same curriculum and learning style. However, weekend batches take a little faster approach.

WEEKDAYS		1st Month				
DAY	MON	TUE	WED	THU	FRI	
Week 1	<ul style="list-style-type: none"> Course Introduction How to make the best of this course Course Induction Student Introduction 	<ul style="list-style-type: none"> Marketing v/s Sales What is Digital Marketing Content Marketing Understanding Leads 	<ul style="list-style-type: none"> Marketing Mix and 4 Ps Inbound vs Outbound Marketing Understanding Traffic Strategic Flow for Marketing Activities 			
	Student Services Welcome Call					
Week 2	<ul style="list-style-type: none"> Core Objective of Website and Flow Strategic Design of Home Page Strategic Design of Pricing Page Call to Action (Real Engagement Happens) 	<ul style="list-style-type: none"> SEO Overview Website Auditing One Page Website Strategic Design of Products & Services Page 	<ul style="list-style-type: none"> Portfolio, Gallery and Contact Us Page Designing Other Pages Google Analytics Tracking Code Designing WordPress Website 			
	Quiz					
Week 3	<ul style="list-style-type: none"> Profiles and Pages Creating Social Pages Social Page Custom URL Featured Video 	<ul style="list-style-type: none"> Scheduling Posts Reply and Message Competitor's Social Page Connect with Twitter 	<ul style="list-style-type: none"> Business Categories Page Info and Settings Invite Page Likes Pin Post and Highlights 			
			Assignment		Student Feedback	
Week 4	<ul style="list-style-type: none"> Social Events Social Insights Reports Ban User on Social Page Understanding Adwords 	<ul style="list-style-type: none"> Generate and propagate certificates dynamically Use SSL in microservices communication 	<ul style="list-style-type: none"> Google Ad Types Creating Ad Campaigns Pricing Models Creating Text Ads 			
	Quiz					
			Quiz		Personality Development	

2nd Month						
DAY	MON	TUE	WED	THU	FRI	
Week 1	<ul style="list-style-type: none"> Creating Ad Groups PPC Cost Formula Bidding Strategy for CPC Ad Page Rank 	<ul style="list-style-type: none"> Keywords Control Adwords User Interface Keyword Planning PPC, CPM, CPA 	<ul style="list-style-type: none"> Bidding Strategy on Location /Schedule/Devices Conversion Tracking Code Designing Image Ads Creating Animated Ads 			
Week 2	<ul style="list-style-type: none"> Youtube Video Promotion Remarketing Strategies Remarketing Rules Remarketing Tracking Code 	<ul style="list-style-type: none"> Linking Google Analytics Designing Remarketing Images Shared Budget 	<ul style="list-style-type: none"> Video Flow Google Pages for YouTube Channel Webmaster Tool Custom Channel URL 			
	Quiz					
					Interview Preparation	
Week 3	<ul style="list-style-type: none"> Featured Contents on Channel Uploading Videos Channel Navigation CTA - Extro 	<ul style="list-style-type: none"> Live Broadcasting Managing Comments Monetization with Adsense Channel Analytics 	<ul style="list-style-type: none"> Branding Watermark Verify Channel Associated Website Linking Channel ART/Links/Keywords 			
			Assignment		Student Feedback	
	Project Introduction Self Study	Project Introduction Self Study	Project Introduction Self Study	Project Introduction Self Study	Project Introduction Self Study	
Week 4	<ul style="list-style-type: none"> Channel Main Trailer Uploading Defaults CTA - Annotation CTA - Cards for Mobile 	<ul style="list-style-type: none"> Post Upload Enhancements Managing Playlists Managing Messages Paid Youtube Channel 	<ul style="list-style-type: none"> LinkedIn, Twitter and Pinterest Creating LinkedIn Account Designing Profile and Summary Advance Searching 			
	Quiz					
	Project Introduction Self Study	Project Build-up and Environment Setup	Project Build-up and Environment Setup	Hands-on Workshops	Interview Preparation	
				Capstone Project	Capstone Project	

3rd Month

DAY	MON	TUE	WED	THU	FRI
Week 1	<ul style="list-style-type: none"> Creating LinkedIn Company Page Creating Showcase Pages Running Paid Campaigns LinkedIn Groups 	<ul style="list-style-type: none"> Marketing on Twitter & Pinterest Updating Contact Information and Links Managing Connections Endorsements - Publishing and Receiving 	<ul style="list-style-type: none"> Updating Products and Services Engaging with Updates Recruitment through LinkedIn LinkedIn Mobile App Web Analytics 		
	Capstone Project	Capstone Project	Capstone Project	Capstone Project	Capstone Project
Week 2	<ul style="list-style-type: none"> Measurement Metric Analytics Reporting Audience Segmentation ReMarketing Audiences Developing Intelligence Report 	<ul style="list-style-type: none"> Setting up Tool for SEO Integrating WebMaster Tool Search Traffic and Links Managing Crawl Errors Integrating with Website 	<ul style="list-style-type: none"> Accounts and Profiles Sorting, Filter and Time Chart Traffic and Behaviour Reports Goals and Conversion Reports Google Webmaster Tool 		
	Capstone Project	Capstone Project	Capstone Project	Capstone Project	Capstone Project
Week 3	<ul style="list-style-type: none"> Adding and Managing Assets Site Map and Site Links Google Indexing Managing Security Issues Understanding SEO 	<ul style="list-style-type: none"> SEO Keyword Planning Meta Tags and Meta Description Website Content Optimization Back Link Strategies Internal and External Links 	<ul style="list-style-type: none"> Optimizing Site Structure Keywords in Blog and Articles On Page SEO Off-Page SEO Local SEO 		
	Capstone Project	Capstone Project	Capstone Project	Capstone Project	Capstone Project
Week 4	<ul style="list-style-type: none"> Mobile SEO eCommerce SEO Optimizing with Google Algorithms Using WebMaster Tool Measuring SEO Effectiveness 				
	Capstone Project	Capstone Project	Capstone Project	Capstone Project	Capstone Project
			Course Completion Session		
			Alumni Welcome Session		
			Awards Ceremony	Capstone Project Presentation	

WEEKEND

1st Month

DAY	MON	TUE	WED	THU	FRI	SAT	SUN
Week 1						<ul style="list-style-type: none"> Course Introduction How to make the best of this course GIT Introduction and Setup Course Induction Student Introduction 	<ul style="list-style-type: none"> Marketing v/s Sales What is Digital Marketing Content Marketing Understanding Leads Marketing Mix and 4 Ps Inbound vs Outbound Marketing
	Student Services Welcome Call						
Week 2						<ul style="list-style-type: none"> Understanding Traffic Strategic Flow for Marketing Activities Core Objective of Website and Flow Strategic Design of Home Page Strategic Design of Pricing Page Call to Action (Real Engagement Happens) 	<ul style="list-style-type: none"> SEO Overview Website Auditing One Page Website Strategic Design of Products & Services Page Portfolio, Gallery and Contact Us Page Designing Other Pages
						Quiz	
Week 3						<ul style="list-style-type: none"> Google Analytics Tracking Code Designing WordPress Website Profiles and Pages Creating Social Pages Social Page Custom URL Featured Video 	<ul style="list-style-type: none"> Scheduling Posts Reply and Message Competitor's Social Page Connect with Twitter Business Categories Page Info and Settings
	Student Feedback						Assignment
Week 4						<ul style="list-style-type: none"> Invite Page Likes Pin Post and Highlights Social Events Social Insights Reports Ban User on Social Page Understanding Adwords 	<ul style="list-style-type: none"> Google Ad Types Creating Ad Campaigns Pricing Models Creating Text Ads Creating Ad Groups PPC Cost Formula
	Personality Development					Quiz	

2nd Month

DAY	MON	TUE	WED	THU	FRI	SAT	SUN
Week 1						<ul style="list-style-type: none"> Bidding Strategy for CPC Ad Page Rank Keywords Control Adwords User Interface Keyword Planning PPC, CPM, CPA 	<ul style="list-style-type: none"> Bidding Strategy on Location/Schedule/Devices Conversion Tracking Code Designing Image Ads Creating Animated Ads Youtube Video Promotion Remarketing Strategies
							Assignment
Week 2	Interview Preparation					<ul style="list-style-type: none"> Remarketing Rules Remarketing Tracking Code Linking Google Analytics Designing Remarketing Images Shared Budget Video Flow 	<ul style="list-style-type: none"> Google Pages for YouTube Channel Webmaster Tool Custom Channel URL Featured Contents on Channel Uploading Videos Channel Navigation
	Student Feedback					Quiz	
Week 3						<ul style="list-style-type: none"> CTA - Extro Live Broadcasting Managing Comments Monetization with Adsense Channel Analytics Branding Watermark 	<ul style="list-style-type: none"> Verify Channel Associated Website Linking Channel ART/Links/Keywords Channel Main Trailer Uploading Defaults CTA - Annotation
	Student Feedback		Project Introduction Self Study	Project Introduction Self Study	Project Introduction Self Study	Project Introduction Self Study	Assignment
Week 4						<ul style="list-style-type: none"> CTA - Cards for Mobile Post Upload Enhancements Managing Playlists Managing Messages Paid Youtube Channel LinkedIn, Twitter and Pinterest 	<ul style="list-style-type: none"> Creating LinkedIn Account Designing Profile and Summary Advance Searching Creating LinkedIn Company Page Creating Showcase Pages Running Paid Campaigns
	Interview Preparation	Hands-on Workshops	Project Introduction Self Study	Project Build-up and Environment Setup	Project Build-up and Environment Setup	Quiz	Project Introduction Self Study
						Capstone Project	Capstone Project

3rd Month

DAY	MON	TUE	WED	THU	FRI	SAT	SUN
Week 1						<ul style="list-style-type: none"> LinkedIn Groups Marketing on Twitter & Pinterest Updating Contact Information and Links Managing Connections Endorsements - Publishing and Receiving Updating Products and Services 	<ul style="list-style-type: none"> Engaging with Updates Recruitment through LinkedIn LinkedIn Mobile App Web Analytics Measurement Metric Analytics Reporting
	Interview Preparation		Capstone Project	Capstone Project	Capstone Project	Capstone Project	Assignment
Week 2						<ul style="list-style-type: none"> Audience Segmentation ReMarketing Audiences Developing Intelligence Report Setting up Tool for SEO Integrating WebMaster Tool Search Traffic and Links 	<ul style="list-style-type: none"> Managing Crawl Errors Integrating with Website Accounts and Profiles Sorting, Filter and Time Chart Traffic and Behaviour Reports Goals and Conversion Reports
	Student Feedback		Capstone Project	Capstone Project	Capstone Project	Quiz	Capstone Project
Week 3						<ul style="list-style-type: none"> Google Webmaster Tool Adding and Managing Assets Site Map and Site Links Google Indexing Managing Security Issues Understanding SEO 	<ul style="list-style-type: none"> SEO Keyword Planning Meta Tags and Meta Description Website Content Optimization Back Link Strategies Internal and External Links Optimizing Site Structure Keywords in Blog and Articles
	Interview Preparation		Capstone Project	Capstone Project	Capstone Project	Capstone Project	Capstone Project
Week 4						<ul style="list-style-type: none"> On Page SEO Local SEO Mobile SEO eCommerce SEO Optimizing with Google Algorithms Using WebMaster Tool Measuring SEO Effectiveness 	
			Capstone Project	Capstone Project	Capstone Project	Capstone Project Presentation	Assignment
							Capstone Project
							Student Services Completion
							Alumni Welcome Session
							Awards Ceremony

*Course Schedule is subject to change. Students will be informed about the final schedule in the course induction class.

ASSESSMENT CRITERIA

Students will need to clear all the assessments, quizzes, and project work in order to earn the certificate. At a minimum, students are required to satisfy the pass criteria of the course. Students who score 75% or more will be awarded Merit Grade, while students with 85% or more will be awarded Distinction Grade.

Following are the detailed criteria for each level

Pass Grade Criteria

Score minimum 50% aggregate and demonstrate the following;

- Proficiency in the technical skills and techniques
- Must have a minimum attendance of 90% in the classes unless proper medical proof is provided
- Submit all the projects and assignments before the last submission date
- Collaborate with peers in group projects



Merit Grade Criteria

Score minimum 75% aggregate and demonstrate the following;

- Excellent technical skills and techniques
- Discover and apply strategies to find the perfect solutions
- Select/design and apply appropriate methods/techniques
- Present and communicate appropriate findings



Distinction Grade Criteria

Score minimum 85% aggregate and demonstrate the following;

- Mastery of technical skills and techniques
- Use critical thinking for self-evaluation and justify valid conclusions
- Take the responsibility the manage and organise activities and teams
- Showcase convergent/lateral/creative thinking.

ASSESSMENT METHODS

LSET follows strict uniform standards in assessing students' performance during the certificate course. This ensures that the LSET certificate holders demonstrate high ethics and deep technical knowledge. Internal and external examiners will be assessing the students, while the platform will automatically evaluate the quizzes. Instructors are the internal examiners who only evaluate students' soft skills. At the same time, the external examiners are responsible for evaluating students' assessments and project work.

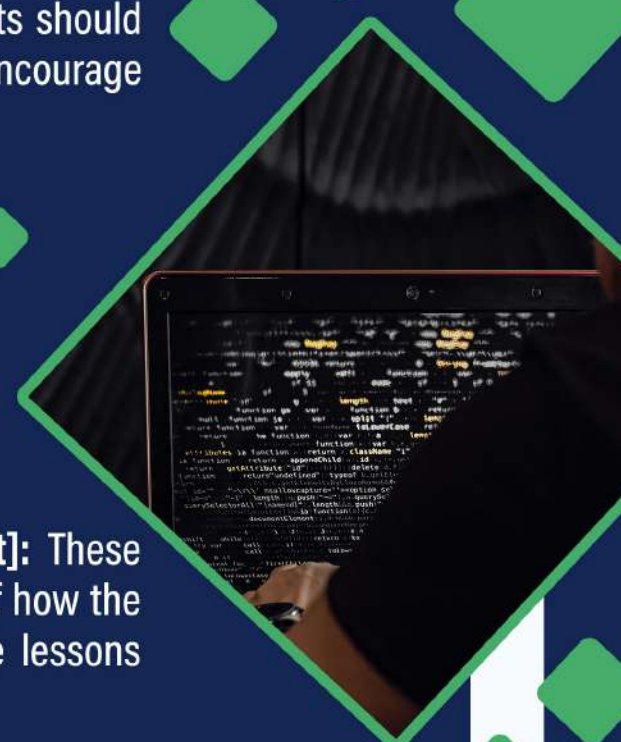
Internal Evaluation

Instructors only evaluate students on the following, which contribute to 20% of the total score. The total points that can be earned are 100.

- **Punctuality [10 points]:** Students are expected to show punctuality with their attendance, presence, and project/assignment submission time.
- **Dedication [10 points]:** LSET expects the students to give attention and show dedication throughout the curriculum.
- **Time Management [10 points]:** Students should show good time management by completing and submitting their assignments on time. Learning time management is very important for the students to prepare for the real work environment.
- **Attendance [10 points]:** Minimum 90% attendance is required unless a proper reason with evidence is provided. Attendance in LSET classes is important to ensure that the student has thoroughly learned the technical and non-technical concepts taught in the curriculum.
- **Working with Others (Teamwork) [10 points]:** LSET teaches concepts in a collaborative environment where we expect each student to show teamwork and collaboration skills.



- **Problem-Solving Skills [10 points]:** Students need to demonstrate proper problem solving skills. Students need to use knowledge and skills gained in the course to solve real-world problems.
- **Class Participation [10 points]:** Engagement and participation are crucial to ensure that the learning experience is interactive.
- **Communication Skills [10 points]:** Students should display formal communication skills to communicate with their teammates. This prepares them for their future workplace.
- **Presentation Skills [10 points]:** Students have to show their presentation skills while working with their group projects and assignments to become more presentable.
- **Ability to ask Questions [10 points]:** Students should ask relevant questions in the classes to encourage healthy discussion on technical topics.



External Evaluation

External examiners evaluate students on the following, which contribute to 70% of the total score. The total points that can be earned are 250.

- **5 Assessments [10 points per assessment]:** These assessments are done entirely on the basis of how the student has performed in understanding the lessons and concepts taught by the instructor.
- **1 Capstone Project [200 points]:** The capstone project is conducted at the end of the certificate course to practice all the practical concepts. Students must satisfy the required criteria mentioned in the project requirement document in order to earn the full points.

Auto Evaluation

Auto evaluation will be conducted via the platform, which contributes to 10% of the total score. The total points that can be earned are 50

- **5 Quizzes [10 points per quiz]:** Quizzes in a class ensures maximum participation and ensure that the students have learned the taught concepts with attention. Students will be presented with multiple choice questions.

Having Doubts?

Contact LSET Counsellor

We love to answer questions, empower students, and motivate professionals. Feel free to fill the form and clear up your doubts related to our Digital Marketing Course.



Best Career Paths

Content Manager & Content Strategist

A content strategist job description constitutes planning, designing, creating, editing, and publishing relevant content based on the company's business objectives and users' needs. The strategist's main job is to develop a content strategy that conforms to and sets out to achieve business goals.

Email Marketing Specialist

Email marketing specialists manage initiatives which are designed to spread knowledge about particular offerings by companies. Email marketing specialists may work in virtually all sectors of the economy, including the food, beverage, and clothing industries.



SEO & SEM Specialists

Search Engine Marketing Specialists (SEO/SEM) are responsible for planning, implementing and managing company's overall SEO strategy. They usually cover a wide variety of duties such as web marketing, web analytics, content strategy planing, link building, and keyword strategy.



Display advertising executive

The Digital Marketing Executive is the key person in charge of executing the company's digital marketing campaigns. He/she is involved throughout the campaign ideation, planning, implementation, measurement, and optimisation process. It is therefore essential that he/she has hands-on experience using various digital marketing platforms.

Social media specialist

A Social Media Specialist is responsible for creating and publishing content on all social media platforms, including Facebook, Twitter, and Instagram, to grow an audience, build brand awareness, and ultimately, boost sales.

Digital marketing manager

Digital marketing managers are in charge of planning and managing marketing campaigns that promote a company's brand, products, and services. Their duties include planning campaigns, analyzing metrics, and identifying trends. They typically have experience in art direction and social media.



Top Companies Hiring Front End Developers



The Course Provides Shared Expertise by



LSET TRAINERS



INDUSTRY EXPERTS



TOP EMPLOYERS

Skills You will Gain

- ⇒ Writing & Editing
- ⇒ SEO
- ⇒ Design Skills
- ⇒ Social Paid Advertising
- ⇒ Top-Notch Personal Brand
- ⇒ Social Media Marketing
- ⇒ Email Marketing & Newsletters
- ⇒ Google Adwords & PPC
- ⇒ Conversion Rate Optimization
- ⇒ Marketing Automation
- ⇒ Creative & Analytical Abilities
- ⇒ PowerPoint Design

Complete Learning Experience

This course focuses on providing a complete hands-on guided learning experience to help you learn the fundamentals in a practical manner.

- ⇒ We constantly update the curriculum to include the latest releases and features.
- ⇒ We focus on teaching the industry best practices and standards.
- ⇒ We let you explore the topics through guided hands-on sessions.
- ⇒ We provide industry experienced mentor support to every student.
- ⇒ We give you an opportunity to work on the real world examples.
- ⇒ Work with hands-on projects and assignments
- ⇒ We help you to build a technical portfolio which you can present to your prospective employers.

Reasons to Choose LSET

- ⇒ Interactive live sessions by the industry experts.
- ⇒ Practical classes with project-based learning with hands-on activities.
- ⇒ International learning platform to promote collaboration and teamwork.
- ⇒ Most up-to-date course curriculum based on current industry demand.
- ⇒ Gain access to various e-learning resources.
- ⇒ One-to-one attention to ensure maximum participation in the classes.
- ⇒ Lifetime career guidance to get the students employed in good companies.
- ⇒ Free lifetime membership to the LSET Alumni Club

What Will Be Your Responsibilities?

- ⇒ Work creatively in a problem-solving environment.
- ⇒ Ask questions and participate in the class discussions.
- ⇒ Work on assignments and quizzes on timely manner.
- ⇒ Read additional resources on the course topics and ask questions in the class.
- ⇒ Actively participate in the team projects and presentations.
- ⇒ Work with the career development department to prepare for interviews
- ⇒ Respond to the instructors, student service officers, career development officers, etc. in a timely manner.
- ⇒ And most importantly, have fun while learning at LSET



How Does Project-Based Learning Work?

LSET project-based learning model gives students an opportunity to work on the real-world applications and apply their knowledge and skills gained in the course to build high performing industry grade applications. As part of this course, students learn agile project management concepts, tools, and techniques to work on the assigned project in collaborative manner. Project work is done individually by each student but they are encouraged to enhance their solution by collaborating with the teammates.

Following are the steps involved in the LSET's project-based learning;

Step 1: Project Idea Discussion

In this step, students get introduced to the problem and develop a strategy to build the solution.



Step 2: Build Product Backlog

This step requires students to enhance the existing starter product backlog available in the project. This helps students to think about the real-life business requirements and formulate them in proper user stories.

Step 3: Design Releases and Sprints

In this step, students define software releases and plan sprints in each release. Students need to go through sprint planning individually and learn about story points and velocity.



Step 4: Unit and Integration Tests

In this step, students learn to write unit tests to make sure each and every part of the application works fine.



Step 5: Use CI/CD to Deploy

In this step, students learn to use CI/CD (Continuous Integration Continuous Delivery) pipeline to build their application as a docker image and deploy to Kubernetes.



Capstone Project

LSET gives you an opportunity to work on the real world project which will greatly help you to build your technical portfolio

Project Topic: Online Banking

London has been a leading international financial centre since the 19th century. In recent years, London has seen many FinTech start-ups and major innovations in the banking sector. The aim of this project is to introduce students to the financial sector and technologies used in handling billions of transactions per day. As part of this project, students will learn the current technological advances and build up their knowledge to start a simple banking application. This application focuses on building the basic functionality by using agile project management practices. Students will be presented with user stories that will build up the initial project backlog. Students then need to enhance this backlog by adding more relevant user stories and work on them.

Learning Outcome

- » Students will learn to work in an agile environment
- » Students will learn the agile project management terms which are used in the industry like product backlog, user stories, story point, epics, etc.
- » Students will learn to use Git repository and learn the concepts like commit, pull, push, branch, etc.
- » Students will learn to communicate in a team environment and express their ideas in an effective manner

Guidance and Help

A dedicated project coordinator will be assigned to this project who can mentor students on the process. Students can also avail the instructor's hours as and when needed. LSET may get an industry expert with subject specific experience to come and help students to understand the industry and its challenges.

Execution Process

This project will be carried out in phases. Each phase is designed to teach students a specific aspect on the subject and/or development paradigm. Following are the phases students will follow to complete this project.

Phase 1: Project Introduction Self Study [6 days]

In the first phase, students will learn about the financial industry and go through the project introduction documentation to build up the subject knowledge. This is a self-learning stage however instructor hours are available if required.

Phase 2: Project Build-up and Environment Setup [2 days]

In this phase, students are required to follow the project guide to setup the development environment. Project document guides students on finding and connecting to the LSET Git repository and install the required libraries or tools.

Phase 3: Product Backlog and Sprint Planning [2 days]

In this phase, students will use the existing product backlog and enhance it as per their project scope. Students can seek help from the project coordinator and/or the instructor. Project coordinator will help students to do sprint planning and assign story points to the stories. This process is meant to give students real world work environment experience. Students can consider this as a mock exercise on using the agile project management practices.

Phase 4: User Stories Execution and Development [12 days]

In this phase, students will work on the user stories identified in the Phase 3 process. Students will write code and algorithms to complete the development objectives. Project coordinator will be available to help students to guide on the development and answer any questions they may have. Students can also discuss this with the instructor.

Phase 5: Testing, Deployment and Completion [5 days]

In this phase, students will test the application and deploy to the cloud environment. Students will experience the deployment process in cloud and learn the best practices. After the successful deployment, students will present their project to the instructor and/or to the external project reviewer. A feedback will be given to the students. Students will have 1 week to work on the feedback and submit the final copy of the project which will be sent to the external examiner for evaluation.



Project Presentation

LSET emphasis on preparing students for real work environment by giving them opportunities to learn the required soft skills. After completing the project, students are required to present their work to the instructor and an invited project reviewer panel. Please note that the assigned external examiner will not be part of this panel and hence will not know about the students. This ensures an unbiased assessment by the external examiner. The aim of this exercise is to give students an opportunity to experience an environment they may face in their real job. Also, it gives them an opportunity to get feedback from the industry experts who can guide students on various parts of the project. This will help students to learn and fix anything they find necessary in their project. This not only ensures the quality output but also help students to learn about industry requirements.

Instructor and the project reviewer panel will assess the students on the following;

Project Repository on GitHub [10 points]: Instructor will ensure that the students have uploaded the project repository to the LSET's GitHub account as per the guidelines given in the project requirement documentation. Full points will be awarded if the repository is properly setup as per the instructions given.

Presentation Skills [20 points]: Students are required to present their work in the given timeframe. Full points will be awarded if students cover everything needed to present their work in the given timeframe.

Communication Skills [20 points]: Students need to present their work in a manner which is understandable by all the participants. More focus will be given on the way student communicates and not the language. Full points will be awarded if students able to communicate their work properly.

Evaluation Criteria

LSET promotes transparent and unbiased evaluation process. All the external examiners will follow a set process to grade students. No student's personal or identification information will be shared with the external examiners so they will not be knowing about the person they are grading. They will only get the project files and grading guidelines to follow. This will ensure the equal quality standards across the institute.

Following are some of the key areas the LSET external examiners will be grading on.

Project Documentation [10 points]: Project documentation is properly filed up with the information which can be used to understand the project work. Students can use the supplied project documentation template to fill up the information. External examiner to confirm if all the information is filled up. Full points will be awarded if all the sections are covered.

Project Structure [10 points]: Students need to follow the proper structure while developing their project. This structure is being taught and/or covered in the project requirement documentation. External examiner to confirm if the project files are properly structured. Full points will be awarded if the structure meets the given guideline.

Solves Basic Problem [50 points]: Students need to ensure that they implement all the requirements given in the project documentation. External examiner to confirm if the project solves the given problem. Full points will be awarded if the students include everything that was asked in the project requirement.

Innovation [20 points]: Students are encouraged to bring new ideas into their development. They can improve the design, use new design patterns, code with a better coding style, or simply add an additional feature. External examiner to confirm if the students have added more than the requirement given to improve the design or solution. The new addition must include a new feature and should not be similar to the requirements given. Full points will be awarded if the external examiner finds a new innovation or see students going beyond the asked requirements.



Best Practices [20 points]: Students are required to follow the best practices in their development. This will help them to become a quality resource for their prospective employer. External examiner to confirm if the supplied best practices are followed in the project. Full points will be awarded if the best practices are properly implemented.

Performance Consideration [20 points]: Students need to think about performance while working on their project. Performance is one of the important industry requirement. External examiner to confirm if the student considered the performance improvements in the project. Full points will be awarded if the external examiner sees efforts taken to consider performance aspect in the development.

Security Structure [20 points]: Students need to consider the security aspect If applicable in the design and development. External examiner to confirm if the security consideration is applicable in this project, if it is applicable, the examiner to confirm if the student has considered the security elements in the project. Full points will be awarded if the external examiner sees efforts taken to consider the security aspect in the development.



Benefits of LSET Certificate

Earning the LSET Certificate means you have demonstrate hard working capabilities and learnt the latest technologies by completing hands-on exercises and real world projects. Following are some of the traits employers can trust you have built up through your course;

- You know how to work in a team environment and communicate well.
- You know the tools which are necessary in your desired job.
- You know how to use the latest technologies to develop technologically advanced solutions
- You have developed problem solving skills to navigate through complex problem scenarios and figure out right solutions.
- You are now ready to take on the challenge and help your prospective employer to build the desired solutions

What to expect after completing the course?

After earning your certificate from LSET, you are entitled to join the LSET's Alumni club. There are countless benefits associated with the Alumni Club membership. As a member of LSET Alumni you can expect the following;

- LSET to hold your hand all the way to find a successful career
- Advice you on choosing right career based on your passion and goals
- Connect you with industry experts for career progression
- Provide you opportunities to participate in events to keep yourself updated
- Provide you an opportunity to contribute to the game changing open source projects
- Provide you a platform to shine by giving you an opportunity to speak at our events

TOOLS & TECHNOLOGIES YOU WILL LEARN FROM THIS COURSE



Social Media Marketing



Graphic Creation



Lead Enrichment



Conversion Optimization



SEO



Email Marketing

REGISTER NOW!

Start your Journey to Become a Professional Digital Marketing Expert

LSET could provide you with the perfect headstart with your career in **Digital Marketing.**



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