

Professional Diploma in Digital Marketing



Become a leader in your industry by becoming a certified digital marketing professional.

The Course

Delivered by industry leading experts and taught by Digital Marketing trainers, this certification programme will introduce you the most relevant and transformative aspects of digital marketing. Subject experts from leading companies collaborate with the Digital Marketing Institute on the design and development of programme materials, so learning is shaped by their practical experience expert insight and case studies.

Who is it for?

Whether you are an experienced professional who needs to update their digital marketing skills or planning to start your career in Digital Marketing, our course, validated by the Digital Marketing Institute, will help you develop your career and enhance your life.

Key Facts:

4 weeks, 60-hour course

Digital Marketing lectures (9 hours per week)

Group projects, workshops and company visits (6 hours per week)

Final presentation & end-of-course ceremony

Upper Intermediate English level

Start dates: 6 Jan, 3 Feb, 2 Mar, 6 Apr, 4 May, 1 Jun, 6 July, 3 Aug, 7 Sep, 5 Oct, 2 Nov

Suitable for various skill levels

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	English Course	English Course	English Course	English Course	English Course
12:20 - 13:00	Lunch				
13:00 - 16:00	Introduction to Search Engine Optimisation	Independent group project	Paid Search using Google Ads	Topics in social media marketing	Group project workshop and tutorials

Combine your course with:

English language lessons

Fashion Certificates

Visit bayswater.ac/digital for more information

Course Syllabus

Introduction to Digital Marketing

Content Marketing

Social Media Marketing

Search Engine Optimization

Paid Search (PPC) using Google Ads

Display & Video Advertising

Email Marketing

Website Optimization

Analytics using Google Analytics

Digital Marketing Strategy

Course features

Lecture style classes taught by industry specialists

Workshops, company visits and guest lecturers from the digital industry

Group work culminating in an end-of-course presentation

DMI Exam fee included at any Pearson Vue testing center

Benefits

1-year membership to the Digital Marketing Institute

NQE Level 5 Qualification (EU Equivalent EQF 5)

Become a certified digital marketing professional. Learn the latest trends and insights

Up-to-date course content that reflects today's trends

“I had lots of fun learning while being in a great environment. I learned so much and gained a large amount of hands-on tools for digital marketing”

Alexandra Nenadovic

JP Morgan, Chase & Co

95%

of DMI certified professionals are currently employed and 81% were promoted after earning their certification



Why Bayswater College

Bayswater College students can benefit from the other services we offer including an accommodation service, a busy social and activity programme and English language courses.

The Digital Marketing Institute sets the global standard in digital marketing and selling certification.

Central London location

Combine with English Language and Fashion Certificate courses

Supportive, friendly staff



Education for good:

For every student taught at Bayswater College, we will teach another from a disadvantaged background, in their country. On a one-for-one basis.

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bayswater.ac/digital

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Visit us

167 Queensway, London W2 4SB

Agent Enquiries

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An introduction to London fashion styling and how to create a fashion story.

The Course

This course looks at the current fashion image and creative life in London. Learn from fashion industry academics and professionals about contemporary fashion image, how to source inspiration and get to know the city's major influences and fashion artists. You will gain access to London insiders' fashion events and create a fashion story for your end-of-course project.

Who is it for?

This course is aimed at all levels and experiences, from beginners to fashion professionals. It is designed for those who wish to enhance their fashion awareness and expand their fashion skills from a London fashion perspective.

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	English Course	English Course	English Course	English Course	English Course
12:20 - 13:00	Lunch				
13:00 - 16:00	Introduction : What is fashion styling	Key historical fashion movements	Group project work	How to prepare for a photoshoot	Visits/ Workshops/ Guest Speakers
Extra Curricular suggestions	Visit London Design Museum	Visit the V&A Alexander McQueen Collection	Visit Selfridges for London's best fashion window dressing	Dover Street Market - the ultimate in luxury brand show room	e.g. fashion photographer speaker on preparing a photoshoot

Key Facts:

4 weeks, 60-hour course

Fashion Styling lectures (9 hours per week)

Group projects (3 hours per week)

Workshops and industry visits (3 hours per week)

Final presentation & end-of-course ceremony

Upper Intermediate English level

Start dates: 6 Jan, 6 Apr, 6 July, 5 Oct

Fashion Styling Certificate from Bayswater College

Combine your course with:

English language lessons

Professional Diploma in Digital Marketing

Other Fashion Certificates*

*Combine 3 Fashion Certificates for a Fashion Diploma

Visit bayswater.ac/fashion for more information

Course Syllabus

What is fashion styling?

How to become a Stylist

Key historical Fashion movements and their current influences

Fashion research; how to create mood boards for fashion

Leading fashion industry professionals and their work

Styling in different work areas [TV/commercial/studio/freelance/personal etc]

How to prepare for a shoot

Curating your styling ideas and portfolio

Create a fashion story and style it

Course features

Lecture style classes taught by industry professionals, academics and highly qualified creatives

Case study: Super brand – Topshop styling

Workshops, industry visits, and guest speakers from the fashion industry

Group project culminating in an end-of-course presentation

Career advice

Benefits

Gain knowledge of the cultural, social and economic factors around the communicated fashion image

Learn about the different fashion communication pathways

Prepare a fashion story for publication in one of the fashion communication pathways such as a blog or instagram

Learn about career or work experience opportunities within the fashion communication sector



Why Bayswater College

With great proximity to London's important fashion areas, Knightsbridge, Oxford Street, and Bond Street, Bayswater College brings together fashion professionals specializing in international education, a beautifully stylish location, supportive staff and a social programme.

Central London location

Combine with English Language and Digital Marketing courses

Supportive, friendly staff



London Fashion Weeks 2020: 14-18 February, 18-22 September

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An introduction to luxury brand management and to London's fashion scene.

The Course

The Luxury Brand Management course offers an introduction to the basics of marketing and communication strategies for the fashion industry.

Learn about the importance of social digital platforms in the formation of successful branding and how to approach the concept of luxurious branding in the heart of a world fashion capital.

Who is it for?

This course is designed for anyone from a beginner to a fashion professional, who wishes to enhance their fashion awareness in an important fashion capital, or pursue a degree or career in luxury brand management.

Key Facts:

4 weeks, 60-hour course

Luxury Brand Management lectures (9 hours per week)

Group projects (3 hours per week)

Workshops and industry visits (3 hours per week)

Final presentation & end-of-course ceremony

Upper Intermediate English level

Start dates: 3 Feb, 4 May, 3 Aug, 2 Nov

Luxury Brand Management Certificate from Bayswater College

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 12:20	English Course	English Course	English Course	English Course	English Course
12:20 - 13:00	Lunch				
13:00 - 16:00	The history of luxury brands	Luxury fashion products and audiences	Group project e.g. plan a luxury brand campaign	How to generate a luxury brand concept	Visits/ Workshops/ Guest Speakers e.g. behind the scenes at Victoria Beckham's Flagship Store
Extra Curricular suggestions	Visit London Design Museum	Visit the V&A Alexander McQueen Collection	Visit Selfridges for London's best fashion window dressing	Dover Street Market - the ultimate in luxury brand show room	

Combine your course with:

English language lessons

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Other Fashion Certificates*

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Visit bayswater.ac/fashion for more information

Course Syllabus

The History of Luxury Brands

The Fashion Market

Consumerism and customer psychology

Luxury fashion products and audiences

Business logic and the product development process

What is a luxury brand concept?
How to generate luxury

Creating a new brand concept

Applications of luxury marketing in shows and events

Public Relations and social networking

Marketing planning

Course features

Lecture style classes taught by industry professionals, academics and highly qualified creatives

Case study: Louis Vuitton –
Use of exclusivity in marketing

Workshops, industry visits, and guest speakers from the fashion industry

Group project culminating in an end-of-course presentation

Career advice

Benefits

Be introduced to the city's main fashion spots and luxurious brand venues

Learn how to stay relevant and how to create new luxury fashion concepts

Experience established luxurious brand houses and PR offices

Gain access to exclusive PR and fashion events in the city for insights to the world of fashion and a chance to meet and collaborate with other industry professionals



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