



In the dynamic realm of digital marketing, Affiliate Marketing stands as a powerful strategy that enables businesses to expand their reach and boost revenue. The Micro-Certification in Affiliate Marketing at NBUC is designed to equip individuals with the skills and knowledge necessary to excel in the world of affiliate partnerships, driving successful collaborations and optimizing affiliate programs.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Affiliate Marketing has emerged as a key player in the online business ecosystem, offering a mutually beneficial arrangement for merchants and affiliates. This micro-certification program is crafted for marketers, business owners, and enthusiasts eager to harness the potential of affiliate partnerships to achieve business growth and success.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of Affiliate Marketing, from strategy development to program management and performance analysis. Through practical exercises, case studies, and real-world examples, participants will gain hands-on experience and actionable insights that can be immediately applied to their affiliate marketing efforts.

ENROLL TODAY

Whether you are a marketing professional looking to diversify your skills or a business owner seeking to expand your online presence, the Micro-Certification in Affiliate Marketing at NBUC is your gateway to mastering the art of affiliate partnerships.

Enroll today and take the first step toward becoming a proficient affiliate marketer!

Why NBUC?

At NBUC, our commitment is to provide industry-relevant education that empowers individuals to thrive in their professional endeavors. Our experienced instructors bring a wealth of knowledge and real-world insights to the program, ensuring that participants are well-prepared to navigate the complex landscape of affiliate marketing.

KEY LEARNING OBJECTIVES

- **Understanding Affiliate Marketing:**
 1. Explore the fundamentals of affiliate marketing and its role in digital marketing strategies.
 2. Understand the key players in affiliate marketing, including merchants, affiliates, and networks.
- **Setting Up and Managing Affiliate Programs:**
 1. Learn the step-by-step process of setting up an effective affiliate program.
 2. Understand how to manage relationships with affiliates and maximize program performance.
- **Affiliate Recruitment and Engagement:**
 1. Explore strategies for recruiting high-quality affiliates aligned with your business niche.
 2. Learn how to engage and motivate affiliates for optimal performance.
- **Tracking and Analytics in Affiliate Marketing:**
 1. Dive into the importance of accurate tracking in affiliate marketing.
 2. Understand how to use analytics to measure the success of affiliate campaigns and optimize performance.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

TO REGISTER OR ENQUIRE

Contact: +60 88 218 230

Whatsapp: +60 13-558 3476

Email: microcredential@nbuc.edu.my



NORTH BORNEO UNIVERSITY COLLEGE (DK U001-02(S))
Wisma Angkatan Hebat, 1 Borneo, Jalan Sulaman,
88400 Kota Kinabalu, Sabah

    NorthBorneoUC | www.nbuc.edu.my