



MICRO-CERTIFICATION IN EMAIL MARKETING

In the ever-evolving landscape of digital marketing, email remains a powerful and essential tool for engaging audiences, building relationships, and driving business success. The Micro-Certification in Email Marketing at NBUC is designed to equip individuals with the skills and knowledge necessary to create, implement, and optimize effective email marketing campaigns.



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

Program Overview

Email marketing continues to be a cornerstone of successful digital communication. From personalized newsletters to targeted promotional campaigns, email provides a direct and impactful way to connect with your audience. This micro-certification program is tailored for marketers, business professionals, and entrepreneurs eager to harness the full potential of email marketing in today's competitive marketplace.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering essential aspects of email marketing, from strategic planning to execution and analysis. Through practical exercises, case studies, and real-world examples, you will gain hands-on experience and actionable insights that can be immediately applied to your email marketing efforts.

ENROLL TODAY

Whether you are looking to enhance your marketing skills or seeking to drive business growth through effective communication, the Micro-Certification in Email Marketing at NBUC is your pathway to success. Join us and unlock the potential of this dynamic and versatile marketing channel.

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

Why NBUC?

At NBUC, our commitment is to deliver industry-relevant education that empowers individuals to thrive in their professional endeavors. Our experienced instructors bring a wealth of knowledge and practical insights to the program, ensuring that you receive cutting-edge and applicable skills.

KEY LEARNING OBJECTIVES

- **Strategic Email Campaign Planning:**
 1. Understand the fundamentals of email marketing strategy.
 2. Learn to align email campaigns with overall marketing goals and business objectives.
- **Effective Email Copywriting:**
 1. Master the art of crafting compelling and persuasive email copy.
 2. Explore strategies for writing attention-grabbing subject lines and engaging content.
- **Segmentation and Personalization:**
 1. Learn the importance of audience segmentation for targeted communication.
 2. Discover how personalization can enhance engagement and response rates.
- **Design and Visual Elements:**
 1. Understand best practices in email design for optimal user experience.
 2. Explore the integration of visuals, including images and graphics, to enhance the impact of your emails.

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

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