



**GROW THE FUNNEL,
THE PROCESS &
THE SKILLSET**

**EXPLORE
DIGITAL
MARKETING**

GH101: GAME-CHANGER DIGITAL MARKETING

GH102: Principles of Digital Marketing

GH103: Growth Hacker Mindset

Growth Hacking is one of the most sought-after skill sets in the new business environment. With a rapid rise in e-commerce and remote work, digital has become an overnight reality for millions of businesses. This course aims to teach beginners the basics of Growth Hacking which is mainly about 3 THINGS - THE FUNNEL, THE PROCESS, AND THE SKILLSET. According to the latest 2021 CMO Survey, 56% of businesses are changing their go-to-businesses models to capitalize on digital opportunities This course aims to provide you an overall picture on what job skills, growth hacking mind set skills, digital marketing skills, and digital marketing project management & automation skills that is needed in the industry.

LEARNING OUTCOMES

- ✓ Apply concepts of Modern Digital Marketing in the organizations that you lead or serve.
- ✓ Understand and describe the terms and techniques in Digital Marketing.
- ✓ Able to implement and manage Digital Marketing campaigns.

SKILLS YOU OBTAIN

- ✓ Digital Marketing Skills
- ✓ Social Skills, Team Skills and Responsibilities
- ✓ Information Management and Lifelong Learning Skills

- ✓ GH101 - 2 Days Face to Face Learning
- ✓ GH102 - Online Self Learning
- ✓ GH103 - Online Self Learning

3
Certificates

~~**RM899**~~
RM599
(SAVE over 30%)

ALL WORKING PROFESSIONALS SHOULD ASPIRE A GROWTH MINDSET.