



Certificate of Achievement

Faiza Irshad Ali Khan

has completed the following course:

MARKETING IN THE NEW DIGITAL ERA
SALFORD BUSINESS SCHOOL

This online course explored digital marketing foundations, strategic positioning, and campaign planning, focusing on how organisations can enhance their digital presence and maximise effectiveness in the evolving digital era.

3 weeks, 3 hours per week



Hazel Squire
Director of Business 4.0
Salford Business School



Dr. Ruth Hudson
Programme Lead for Global MBA
Salford Business School



University of
Salford
MANCHESTER

In association with



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This certificate represents proof of learning. It is not a formal qualification, degree, or part of a degree.



Faiza Irshad Ali Khan

has completed the following course:

MARKETING IN THE NEW DIGITAL ERA **SALFORD BUSINESS SCHOOL**

This online course explored the principles and practices of digital marketing, focusing on consumer behaviour, strategic frameworks, campaign planning, and industry best practice. It examined how organisations can design and implement effective digital strategies, optimise consumer engagement, enhance brand positioning, and respond proactively to evolving digital market trends and technological advancements.

STUDY REQUIREMENT

3 weeks, 3 hours per week

LEARNING OUTCOMES

- Evaluate the methods and tools required to create successful digital marketing strategies and campaigns

SYLLABUS

- Digital marketing foundations
- Strategy, segmentation, and digital positioning
- Digital campaign planning and execution