



ACCTRAIN ACADEMY

ACCELERATED LEARNING PRACTICUM

WWW.ACCTRAINACADEMY.COM.SG

UEN 201604334R

EXECUTIVE PROGRAMME IN DIGITAL STRATEGIES FOR SALES & MARKETING

Experienced Business Leaders Need Next-Level Knowledge

An experienced Business Leader sees a bigger vision and is equipped with the skills and insight to advance the organisation to the next stage. That means having real and tangible capabilities to take your brand and its message into new and uncharted territories.

Digital marketing, undeniably integral to every business, is increasingly complex with rapid changes. Fundamental digital efforts are no longer sufficient for business sustainability and growth. There is an ever-pressing need for advanced techniques and strategies to stay ahead of competition.

The **Executive Programme in Digital Strategies for Sales and Marketing** is designed to arm you with everything you need to succeed in the corporate world of strategic marketing. The *6 core modules* in this programme offer you hyper-relevant content within the realm of digital marketing.

Keep your marketing knowledge and expertise at the forefront and up-to-date with a strategic approach to your digital marketing. Deep-dive into critical disciplines such as social media marketing, e-commerce sales and business risk management.

Complete 6 Digital Strategy Core Modules to Receive AccTrain Academy's Certificate of Participation in the Executive Programme in Digital Strategies for Sales & Marketing

➤ **SPECIALLY DESIGNED FOR**

Business Leaders and Executives who wish to increase their already significant understanding and knowledge of digital marketing



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Training Roadmap

OPTIONAL Preparatory Model



Core Modules

