

# ADMA IQ 2020 Course Guide

ADMA is the pre-eminent body in effective, evidence based marketing. As an industry organisation grounded in data, evidence and empirical approaches to business, it provides thought-leadership and education delivered by industry leaders for industry leadership.

	ENTRY LEVEL	INTERMEDIATE / PRACTITIONER
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Google Analytics Essentials</li> <li>• Digital Marketing Essentials</li> <li>• Digital Marketing Foundations</li> <li>• Conversion Rate Optimisation</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Marketing Certificate</li> <li>• Digital Marketing Strategy</li> <li>• Retention Marketing Strategy</li> </ul>
<b>Data Driven Marketing &amp; Analytics</b>	<ul style="list-style-type: none"> <li>• Data Driven Marketing Essentials</li> <li>• Data Visualisation</li> </ul>	<ul style="list-style-type: none"> <li>• Data Driven Marketing Certificate</li> <li>• Analytics Fundamentals</li> <li>• Digital Analytics for Marketers</li> </ul>
<b>Copywriting</b>	<ul style="list-style-type: none"> <li>• Copywriting Essentials</li> <li>• Digital Copywriting Essentials</li> </ul>	<ul style="list-style-type: none"> <li>• Copywriting Advanced</li> <li>• Writing for Content Marketing</li> </ul>
<b>Customer Experience</b>		<ul style="list-style-type: none"> <li>• Behavioural Economics Certificate</li> <li>• Customer Journey Mapping</li> <li>• Retention Marketing Strategy</li> </ul>
<b>Digital Campaigns</b>	<ul style="list-style-type: none"> <li>• Digital Marketing Channels</li> <li>• SEO Fundamentals</li> <li>• Email Marketing Essentials</li> <li>• Campaign Planning &amp; Management</li> <li>• Paid Search &amp; Programmatic Fundamentals</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer Marketing Essentials</li> <li>• PR for Marketers</li> <li>• Content Marketing Strategy</li> <li>• Content Marketing Certificate</li> </ul>
<b>Advanced Courses</b>	<ul style="list-style-type: none"> <li>• Analytics Certificate</li> <li>• Practical Predictive Analytics</li> <li>• Sentiment Analysis</li> </ul>	
<b>Regulatory Courses</b>	<ul style="list-style-type: none"> <li>• Privacy &amp; Marketing Compliance</li> </ul>	

