

Digital Marketing for Beginners

Legal and best practice aspects of digital marketing

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Serious aspects of digital marketing



New Visitor

What you will learn from this module

- The strengths and weaknesses of digital marketing
- Legal requirements
- GDPR legislation
- Using and acquiring digital data
- CRM (Customer Relationship Management)
- Elements of a digital marketing plan

An aerial photograph of a city skyline at dusk or dawn. The sky is a mix of dark blues and oranges, with some clouds. The city is densely packed with skyscrapers, many of which have their lights on. The Empire State Building is prominent in the center. The text 'Up next: Strengths & weaknesses of digital marketing' is overlaid in a large, white, sans-serif font, centered horizontally and vertically.

Up next: Strengths & weaknesses of digital marketing