



PROFESSIONAL TRAINING IN THE FIELD OF DIGITAL MARKETING FOR ITALIAN CITIZENS CURRENTLY UNEMPLOYED OR UNDER FURLOUGH SCHEME

1. ORGANISER

The course is organised by the **Italian Chamber of Commerce and Industry for the UK** ("ICCIUK"), in collaboration with its members. The project is promoted by the Consulate General of Italy in London and financed by the Directorate General for Italians Abroad and Migration Policies of the Italian Ministry of Foreign Affairs and International Cooperation.

2. NUMBER OF PARTICIPANTS

The course will be open to up to **70 Italian citizens** living in England who lost their job or are currently furloughed.

3. KEY OBJECTIVES

The ICCIUK course programme is aimed at individuals wishing to:

- Understand the key concepts of digital, how it has changed customer behaviour and the implications of the Digital Marketer (DM) role and the wider business;
- Achieve business goals by understanding how to devise, implement and measure digital campaigns that engage and convert;
- Understand the importance of digital marketing strategies and know how to use SEO online and offline, social media marketing, paid search, content, advertising and email to drive customer engagement.

After the completion of the course, the individuals will become skilled DMs, capable of building digital marketing strategies from scratch and speak with authority in this fact-paced industry.

Besides the course official ICCIUK Certificate in Digital Marketing and as a strong added value of this programme, individuals will also have to pass the "Fundamentals of Digital Marketing" Certification, a certification released by Google and accredited by Interactive Advertising Bureau Europe (IAB Europe) and The Open University.

This will allow them to download Google's Certification Badge and apply it to their CV. Obtaining Google's certification on top of the ICCIUK course certification will allow the participants to add an additional certification to their CV, showing the employers that they have a clear understanding of the core concepts of digital marketing and strong digital skills.

4. PROGRAMME ORGANISATION

The ICCIUK programme is divided in four main parts:

- 1) An in-person **welcome meeting** to introduce the course contents to the participants;
- 2) A comprehensive **41-hour digital marketing course**, delivered 100% online and thought by experts working in the field. The course will cover a complete set of fundamentals on digital marketing: from the effective building of an online presence (Search Engines, Display Network, Video, Mobile Marketing, Social media, Content Marketing etc) to the digital promotion (web marketing campaigns, e-mail marketing etc) and the measurement of results (web analytics). The course will also cover the main e-commerce techniques (marketplaces and e-commerce platforms) and online internationalisation strategies. In addition, during the course the participants will put into practice what they learn and familiarise with quizzes and tests, as well as professional web marketing tools (i.e. small website creation, analysis of digital content, creation of a Facebook business page etc). At the end of the ICCIUK online digital marketing course, participants will be able to obtain the “Fundamentals of Digital Marketing” Certification, released by Google, accredited by IAB Europe and The Open University and recognised by many employers;
- 3) **Real-world case studies** provided by Digital Marketing Managers and other Senior Managers employed by companies that are members of the ICCIUK (delivered both online and in person). The aim of the real-world case studies is to better contextualise the contents of the online digital marketing course, thanks to practical examples and case studies; find out more about the day-to-day responsibilities of a Digital Marketer directly from industry experts; understand today’s digital marketing needs of successful companies; meet with senior professionals. The case studies will be delivered by Rocco Forte Hotels, Ferrero, CNH Industrial NV, Campari, Bellavita Expo, CasaCosta and the ICCIUK;
- 4) An in-person **graduation ceremony** during which the completion Certificates will be handed to the participants completing the course.

Course parts	Number of hours	Length of training (weeks)
Welcome meeting	1	Week 1
Digital marketing course	41	Week 1 – Week 9
Real-world examples	7	Week 1 – Week 9
Graduation ceremony	1	Week 9
TOTAL	50 hours	9 weeks

Should the current Covid-19 emergency not allow in-person activities, the ICCIUK programme will be delivered entirely online.

5. PLATFORMS

The digital marketing course will be deployed online on video conference platforms, i.e. Zoom and Google Meet. As the goal of the course is to develop digital skills, other collaboration tools and platforms will be used (i.e. Google Drive, Google Classroom). These platforms will be mostly free of charge and user-friendly.

6. LOCATION(S)

While the digital marketing course will be held 100% online, the welcome meeting, the graduation ceremony and some of the real-world examples will be organised in London.

7. STARTING DATE

Project promotion	Participants' selection	Welcome meeting (course beginning)
Start: 12 th July 2021	End: 3rd September 2021	13th September 2021 (TBC)

8. TEACHERS

Teacher n.1 – Ms Isabella FEDERICO

Isabella Federico is a Digital Marketing professional with more than 15 years of professional experience. Before becoming CEO at WeBizz, Ms Federico was a consultant at Ernst & Young, a manager at Google and a professor at LUM School of Management. Today Ms Federico supports medium and big sized companies in the definition and implementation of tailored web marketing business strategies (i.e. increase of online sales and leads, online penetration of new markets, UX and web experience optimisation etc).

Teacher n. 2 – ESCP Business School

ESCP Business School is a European school of management with campuses in Paris, Berlin, London, Madrid, Beijing, Turin, and Warsaw. Established in 1819, it is considered as the world's oldest business school and it is regularly ranked among the world's best business schools (FT, The Economist, The QS). The School is also multi-accredited by AACSB, EQUIS, EFMD MBA and EFMB EMBA. Today ESCP Business School can count on 140 international academic alliances, over 7,100 students, 160 research-active professors, 800+ practitioners and experts, and 65,000 active alumni. Among its programmes, the School runs several online courses in Digital Transformation and International Digital Business, with modules in Digital Marketing. More information about ESCP Business School and its programmes can be found on the website www.escp.eu.



Teacher n. 3 – Ms. Sennait Ghebreab

Sennait Ghebreab is a highly professional and motivated member of the Higher Education and UK fashion business community, possessing a wide range of communication, marketing and team building skills. Sennait comes from 12 years of Fashion industry buying and wholesaling (Burberry, Matthew Williamson, Pringle and Joseph) and since 2015 she has been teaching at Istituto Marangoni London, where she is Academic Course Leader BA Business, BA Buying and BA Communications. For the past two years Ms Ghebreab has also been a Mentor and Sustainability Ambassador at the Startupbootcamp Fashion Tech Milan, the leading accelerator of startups supporting and scaling companies innovating and disrupting the fashion sector. Sennait is a certified Marketing professional and member of the Chartered Institute of Marketing for UK since 2010.

Teacher n. 4 – Mr. Martin ESPOSITO

Martin Esposito is a Communication and Language Consultant operating mainly in London and Rome. His background is in language teaching and interpreting with a strong emphasis on business. He specialises in localisation for SMEs as a solo expert and operates as part of a team for larger clients. Aspects of work include transcreation, naming, business etiquette and soft skills. Martin's recent focus has been with startups transferring operations to a new market and is currently exploring the changes in the UK post-Brexit landscape.

Teacher n. 5 – Mr. Daniele D'ORAZI

Daniele D'Orazi is a branding and marketing expert, especially in the digital arena. He currently teaches Online Branding, Digital Marketing and Sustainability at Istituto Marangoni. His previous experiences include Harrods, JOSEPH, Yeezy, et al. Daniele is also Co-Founder of GoGreen Marketing, a green marketing and advertising agency.