

Online Training Degree

techclass

Bachelor of Science in

Digital Marketing and Christian Values



In Association with

About the Degree

Explore the integration of digital marketing expertise and Christian values in our unique training program. Delve into the fundamentals of digital marketing, learning how to navigate the online world with effective strategies. Discover how Christian ethics can be beautifully woven into modern marketing practices.

Advance your skills in content creation and social media engagement, emphasizing sustainable and ethical marketing approaches. Gain practical knowledge in e-commerce and website management, focusing on faith-based marketing strategies. Concluding with a comprehensive look at SEO and a capstone project, this program offers a transformative journey where faith and marketing proficiency meet.



Watch Video

techclass.link/V1047



*Transforming Digital Landscapes with
Faith-Fueled Marketing Strategies*

Tracks and Modules

Track 1



Module 1.1

Fundamentals of Digital Marketing



Module 1.2

Digital Marketing Strategy



Module 1.3

Christian Ethics in the Digital Age

Track 2



Module 2.1

Content Marketing



Module 2.2

Social Media Marketing



Module 2.3

Sustainable and Ethical Marketing

Track 3



Module 3.1

eCommerce



Module 3.2

WordPress



Module 3.3

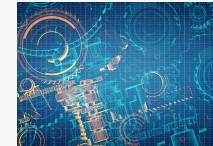
Faith-Based Marketing

Track 4



Module 4.1

Search Engine Optimization (SEO)



Module 4.2

Capstone Project: Preparation and Implementation



Module 4.3

Capstone Project: Documentation and Presentation

Fundamentals of Digital Marketing

Empower your marketing capabilities with our all-inclusive training on the Fundamentals of Digital Marketing. Explore essential topics such as marketing basics, digital marketing principles, customer connection techniques, and a wide variety of digital marketing channels. Gain practical knowledge to create compelling content, improve search engine rankings, and execute targeted email campaigns.

This training equips you with the tools and insights needed to create impactful digital marketing strategies that drive growth.



Video



Brochure

Main Training Areas

- ➔ Marketing Fundamentals and Strategies
- ➔ Digital Marketing Principles
- ➔ Connecting with Customers
- ➔ Digital Marketing Channels Overview
- ➔ Content and Search Engine Optimization
- ➔ Social Media and Mobile Marketing

Industry
Projects

Mercedes-Benz

Module 1.2 **Digital Marketing Strategy**

Discover the power of digital marketing with our comprehensive training designed to empower entrepreneurs, marketing professionals, and business owners to excel in today's competitive online landscape. Our training offers a deep dive into the world of digital marketing strategy, covering essential topics such as inbound and outbound marketing, situational analysis, and defining your target audience.

Learn how to create a digital marketing plan using the RACE model, set SMART goals, and measure results using key performance indicators.



Video



Brochure

Main Training Areas

- Crafting Winning Strategies
- Mastering Digital Channels
- Segmentation and Targeting
- Defining SMART Marketing Goals
- Measuring Success with Metrics
- Digital Marketing Performance Optimization

Industry
Projects



Christian Ethics in the Digital Age

Explore the intersection of faith and the digital world in our comprehensive online training on Christian Ethics in the Digital Age. This training provides an in-depth look at how the digital revolution has transformed society, and where Christian ethics fit into this new landscape. Delve into topics like digital citizenship, data security, and the role of the church in a digital society. Understand the ethical challenges posed by emerging technologies and how to navigate them with a Christian perspective.

This training is a valuable resource for anyone looking to understand and apply Christian ethics in the ever-evolving digital world.

Main Training Areas

- ➔ Digital Revolution and Christian Response
- ➔ Navigating Digital Citizenship with Faith
- ➔ Ethics of Online Privacy and Security
- ➔ Emerging Technologies: Ethical Perspectives
- ➔ Christianity's Role in Digital Society
- ➔ Building Ethical Digital Communities



Industry
Projects



Video



Brochure

Module 2.1 **Content Marketing**

Immerse yourself in the world of Content Marketing with TechClass's comprehensive online training. Throughout this training, you'll delve into essential topics like understanding content marketing strategies, knowing your audience, creating content calendars, and measuring the success of your campaigns. Learn to craft compelling content that captivates your target audience utilizing a variety of formats and tools.

With our expert guidance, you'll master the art of content marketing and unlock new opportunities for your business.



Video



Brochure

Main Training Areas

- Crafting Engaging Content
- Audience Targeting Strategies
- Content Distribution Techniques
- Performance Measurement and Analysis
- Content Calendar Creation
- Utilizing Content Marketing Tools

Industry
Projects



Google Analytics



emplifi

Module 2.2 **Social Media Marketing**

Our comprehensive Social Media Marketing training offers an immersive and enriching learning experience. With expertly designed chapters, you'll dive into the essentials of social media marketing, strategy development, content planning, social listening, and advertising techniques.

This training is tailored to equip you with the necessary skills to create engaging, impactful content and drive tangible results in the digital world. This training is your pathway to social media marketing mastery.



Video



Brochure

Industry
Projects



Main Training Areas

- Social Media Marketing Foundations
- Social Media Strategy Development
- Content Planning and Publishing
- Content Calendar Creation
- Social Listening and Analytics Insights
- Measuring and Optimizing Performance

Sustainable and Ethical Marketing

Embark on a transformative learning experience with our online training in Sustainable and Ethical Marketing. Understand the core concepts of sustainable and ethical marketing and why they matter in today's world. This training delves into the principles of sustainable marketing, ethical challenges, and strategies for successful implementation. Gain insights into product development, sustainable pricing, and the challenges and opportunities in the sustainable market.

The course prepares you for the future with trends and technologies in sustainable marketing, ensuring a comprehensive understanding of the subject.

Main Training Areas

- Fundamentals of Ethical Marketing
- Sustainable Marketing Strategies
- Ethical Branding and Communication
- Green Consumer Behavior Insights
- Navigating Sustainable Market Challenges
- Emerging Trends in Ethical Marketing



Industry
Projects



Video



Brochure

Discover the world of eCommerce and transform your business with our all-inclusive training. Ideal for budding entrepreneurs, small business owners, and professionals eager to broaden their horizons, this training covers everything from eCommerce basics and store features to logistics, planning, and marketing strategies. Develop a deep understanding of CMS, store design, payment processing, and much more.

This training will help you navigate the complexities of the eCommerce landscape, equipping you with the tools and knowledge to thrive in the competitive online marketplace.

Main Training Areas

- Understanding eCommerce Essentials
- Mastering Store Design & Features
- Managing Logistics & Operations
- Managing Your Products
- Powerful eCommerce Marketing Techniques
- Navigating Platform & Integration Choices



Video



Brochure

Industry
Projects

amazon

AliExpress

WordPress

Our WordPress training is a blueprint for mastering the art of online presence. This all-encompassing guide takes you from the foundational aspects of WordPress to the complex strategies of SEO and content scheduling. With a focus on practical skills like theme selection, customization, and plugin integration, you'll gain the confidence to construct and maintain your website effortlessly.

The training doesn't stop there - you'll also learn to leverage WordPress for e-commerce using WooCommerce to succeed in the digital marketplace.

Main Training Areas

- Foundations of WordPress Mastery
- Essential WordPress Installation Guide
- Innovative WordPress Design Techniques
- Advanced WordPress Feature Integration
- Strategic WordPress Content Management
- WordPress for E-commerce Excellence



Video



Brochure

Industry
Projects

Faith-Based Marketing

Dive into the world of Christian Faith-Based Marketing with our specialized training. Designed for those looking to infuse their marketing techniques with Christian values, this course offers a thorough understanding of faith-based marketing principles. Discover the role of Christian values in marketing, understand the Christian market segment, and master strategies for building trust with Christian audiences.

You'll learn to create messages and branding that connect deeply with Christian audiences, using storytelling and emotional engagement as powerful tools.

Main Training Areas

- ➔ Faith-Infused Marketing Fundamentals
- ➔ Christian Consumer Engagement Strategies
- ➔ Ethical Marketing in Christian Contexts
- ➔ Digital Outreach and Christian Values
- ➔ Building Trust with Christian Audiences
- ➔ Building Trust with Christian Audiences



Industry
Projects



Video



Brochure

Search Engine Optimization (SEO)

Elevate your digital marketing skills with our comprehensive SEO training. This training covers everything you need to know about search engine optimization, from search engine basics to advanced on-page, off-page, and technical SEO strategies. You'll learn how to optimize your website's structure, create compelling content, and leverage the power of backlinks and social signals to drive traffic.

Master the use of essential tools like Google Analytics and Google Search Console to stay ahead in the ever-evolving world of SEO.



Video



Brochure

Main Training Areas

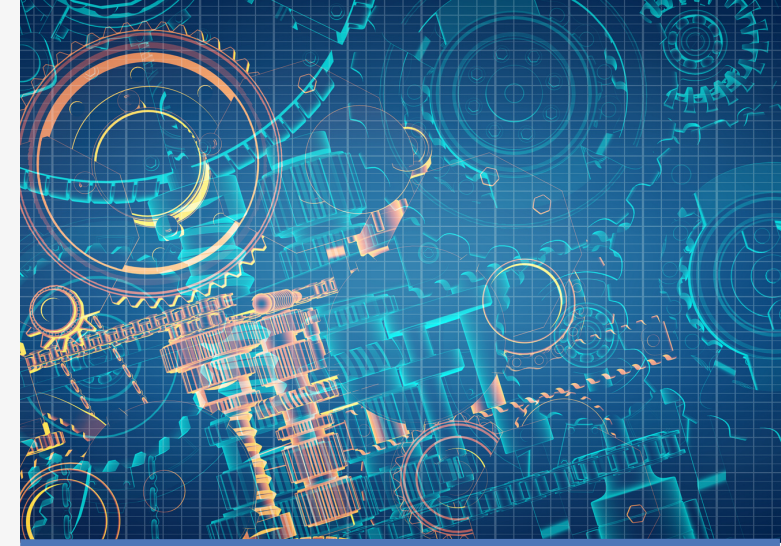
- ➔ Mastering On-Page Optimization
- ➔ Effective Off-Page Strategies
- ➔ Technical SEO Fundamentals
- ➔ Comprehensive SEO Audit Techniques
- ➔ Utilizing Powerful SEO Tools
- ➔ Search Engine Marketing Insights

Industry
ProjectsGoogle Trends | Google
Search Console

Modules 4.2, 4.3 **Capstone Project**

The Capstone Project, a cornerstone of this degree program, encompasses four pivotal stages: Preparation, Documentation, Implementation, and Presentation. It serves as an integral platform where students apply their accumulated knowledge in a real-world context. Starting with thorough planning in the Preparation stage, progressing to detailed recording in Documentation, and then moving to the practical execution in Implementation, the project culminates in a comprehensive Presentation.

This endeavor not only reflects the student's academic growth but also primes them for future professional challenges.



Capstone Project Tasks

- Preparation
- Documentation
- Implementation
- Presentation

Training Audiences



- **Marketing professionals** seeking to integrate Christian values into their digital strategies and elevate their ethical marketing approach.
- **Faith-based organizations and leaders** aiming to harness digital marketing tools to communicate their messages and values online effectively.
- **Career changers and newcomers** to the digital marketing field looking for a unique program that combines modern marketing techniques with ethical principles.
- **Students and lifelong learners** interested in exploring how digital marketing can be aligned with Christian ethics for a more meaningful impact in the industry.





Your Learning Journey

*Maximize Your Potential through
TechClass Dynamic Learning*



Self-paced Learning

Your Personalized Path to Success



Interactive Video

Engaging Digital Experiences



Expert Insights

Short Lessons, Big Impacts



Training Support

01 Support Center

Our Support Center is here to help you succeed. Count on us to guide you through any challenges so you can focus on reaching your goals.

02 Discussions

Have questions or need help with training content? Simply start a discussion and get the support you need from your instructors or the community.

03 Q&A

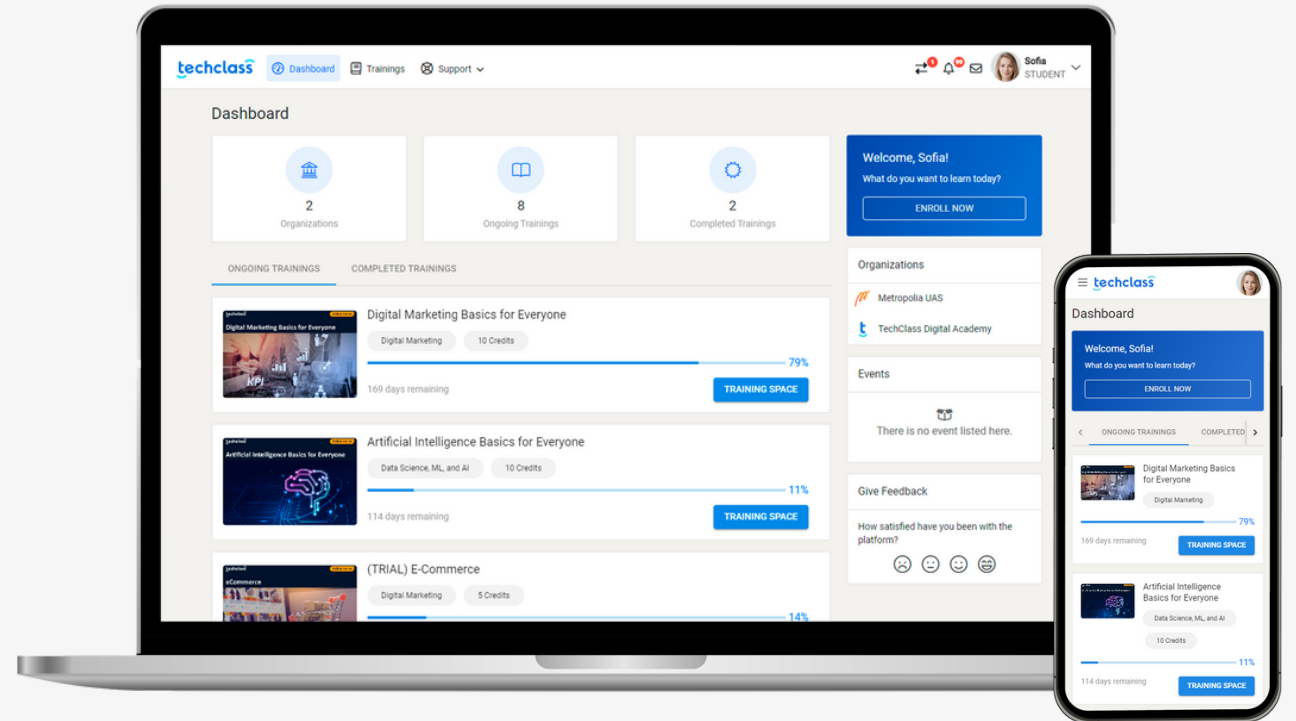
Get the answers you need and expand your knowledge with our Q&A section. Get insightful responses from your instructors and peers.

04 Peer Review

Become a better learner with the power of peer review. You can submit your tasks and receive thoughtful feedback from your classmates.

TechClass LMS

Designed to provide a dynamic, intuitive, and engaging learning experience. A learning environment to enjoy.



Personalized Learning



Tailored education that suits your unique needs.

Simple



Ultimate learning solution, easy and intuitive.

Community-first



Collaborative learning with peers and expert instructors.

Anywhere, Anytime



Learn on your terms, from anywhere with internet access.

Read more: techclass.link/lms





Students Testimonials

Hear from our students that how TechClass transformed their learning experience and helped them achieve their goals.

Elina Sumén



Metropolia UAS

The training are easy to follow and covered a good amount of knowledge. I found the assignments very useful; it was great to use the knowledge in practice right away.

Vladimir Miskovic



Laurea UAS

TechClass is an intuitive, convenient and efficient online platform. It makes online learning easier and faster, especially when it comes to AI and programming.

Anna Kurmaeva



Laurea UAS

The platform is flexible and allows to do assignments at my own pace. The information is very well structured and leads a student throughout the studies.

Csépke Csilla



Metropolia UAS

The training were awesome. I am studying software development in aiukuisopisto, and I think TechClass courses helped me a lot to get the study place.



Training Certificate

Take your career to the next level with TechClass certification, and demonstrate your skills and knowledge to employers, clients, and peers.



techclass

Certificate of Completion

This certificate is awarded to

Julia Smith

for successfully completing the
Bachelor of Science in
Digital Marketing and Christian Values

Issue Date: 5 May, 2023
Expiration Date: 5 May, 2025
Certificate ID: dplVbe


Farhad Eftekhari
CEO at TechClass



certificate.techclass.com/dplVbe

techclass

TechClass Digital Academy



Mission


Career growth through accessible and practical education.

About the Company

At TechClass, we're passionate about fueling your journey to success by being the premier provider of cutting-edge online learning solutions. Our mission is to empower individuals and organizations to unleash their true potential, transforming lives in the process. Harnessing the power of innovative technology, ground-breaking research, and best educational practices, we're dedicated to revolutionizing the learning landscape and fostering a world where education is accessible, inclusive, and equitable for all. Join us on this exciting adventure and equip yourself with the knowledge and skills necessary to thrive in our rapidly evolving, interconnected world.




2017
Founded


+20K
Students


10
Research Papers


93%
Satisfaction



Ready to Take Your Skills
to the Next Level?

Contact
Initiator Christian University
Today!

