

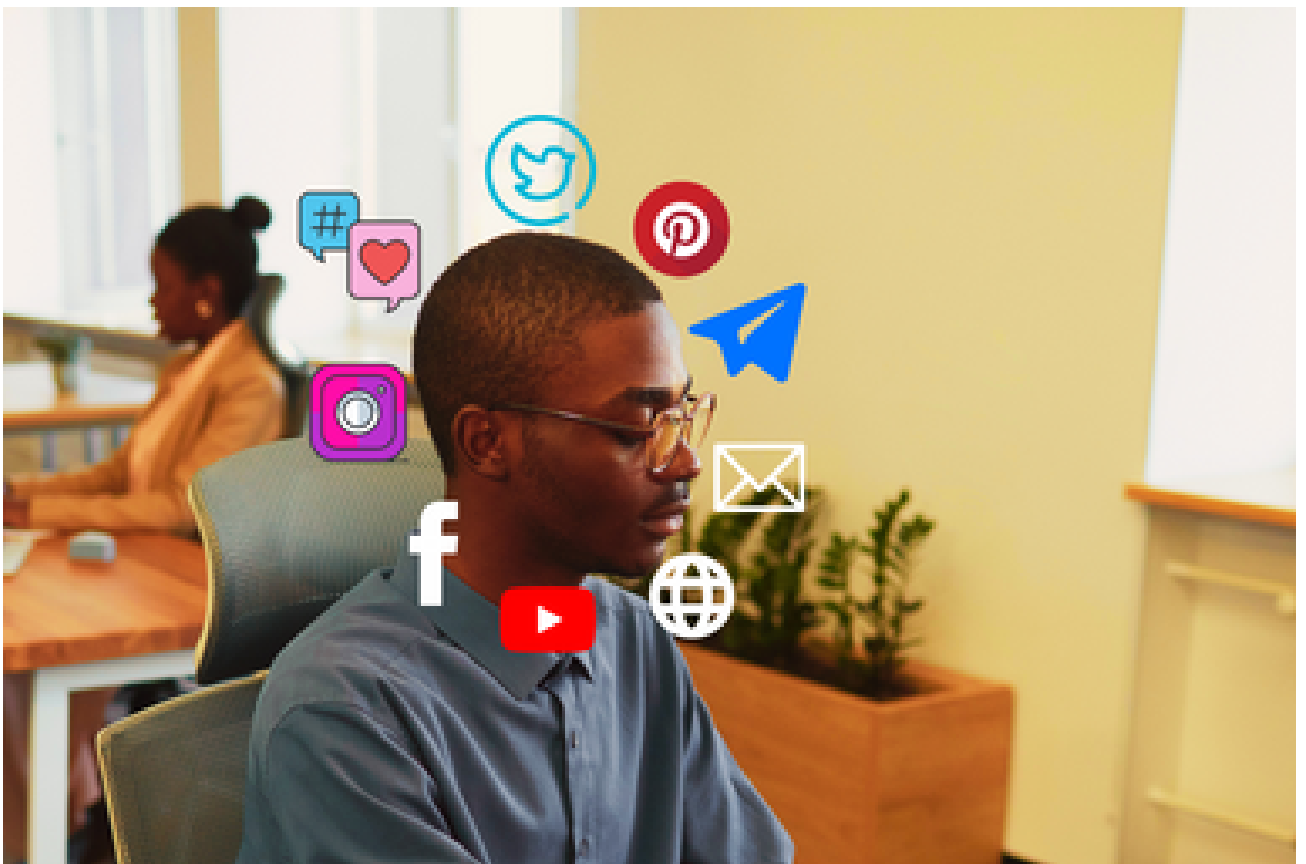


SPECTRUM FILM SCHOOL

Digital Marketing

Course Outline

Our diploma and certificate program covers a range of topics, including social media marketing, search engine optimization, email marketing, content marketing, and web analytics. Students will gain practical experience working on real-world projects and will have the opportunity to specialize in their area of interest.



Learning Outcomes

Upon completion of the diploma and certificate program, students will be able to:

- Create and implement digital marketing strategies for various businesses and industries
- Analyze and optimize digital marketing campaigns using web analytics tools
- Design and execute social media marketing campaigns on different platforms
- Optimize websites for search engine visibility through search engine optimization techniques
- Develop and execute email marketing campaigns to drive customer engagement and loyalty

Career Options:

Graduates of our diploma and certificate program are well-equipped to pursue a variety of careers in the digital marketing field. Some career options include:

- Digital Marketing Manager
- Social Media Manager
- SEO Specialist
- Content Marketing Specialist
- Email Marketing Specialist

Facilities:

At Spectrum Film School, we provide our computer programming students with state-of-the-art facilities that include:

- Fully equipped computer labs
- Access to industry-standard software and tools
- High-speed internet connection
- Supportive faculty and staff

How to Apply:

To apply for our Film Production Diploma or Certificate program, please visit our [online application form](#) page and fill in the required details. You will need to provide **Scanned National ID, Scanned Birth Certificate, Scanned KCSE result slip, Passport photo, Scanned Valid Passport** and **Scanned Academic Transcript** depending on the students nationality. Our admissions team will review your application and will contact you via the provided email.

Available Financial Plans

Program	Estimated Cost Per Semester
Diploma	Ksh 101,500
Certificate	Ksh 73,500
Online Certificate	Ksh 62,000
Sponsored	Application fee ID card fee Processing fee Certificate fee

Payment Via Direct Bank Deposit

- **Account Name:** Spectrum Film School
- **Bank:** Equity Bank
- **Branch:** Kangemi
- **Account No:** 1370284058002
- **NOTE:** Always indicate your ADM No. when depositing at the bank.

Payment Via M-Pesa

- **Mpesa Menu**
- **Lipa Na Mpesa**
- **Select Paybill**
- **Enter Business Number:** 4118037
- **Enter Account Number:** Admission Number
- **Enter Amount:** XXX
- **Mpesa Pin:** XXX
- **Confirm Mpesa notification**
- **Beneficiary Name:** Spectrum Film School
- **NOTE:** Always submit the Mpesa Reference Number in the message that you get after the transaction On the Mpesa Confirmation Page on our website indicate your ADM No. when depositing at the bank.

Payment Via Bank Wire Transfer

- **Account Name:** Spectrum Film School
- **Bank:** Equity Bank
- **Branch:** Kangemi
- **Account No (KSH) :** 1370284058002
- **Account No (USD) :** 1370284058002
- **Bank Code:** 068
- **Branch Code:** 137
- **Swift Code:** EQBLKENA

Entry Qualifications

Diploma Courses

- The minimum requirement for entry into Spectrum Film School diploma programme is: A KCSE mean grade of C- (minus) with a pass in English, or a mean grade of C plain or one principal pass in 'A' levels or 4 credits or better in IGCSE or a certificate in the course of choice from Spectrum Film School or any other recognized institution.

Certificate Courses

- The minimum requirement for entry into Spectrum Film School Certificate programme is: A KCSE mean grade of D+ (plus) and a D- (minus) with a pass in English.

Online Courses

- The desire to learn and must be proficient with using a computer.

Point of Contact

For questions and clarifications, please reach out to Our admissions team.

Email

info@spectrumfilmschool

Website

spectrumfilmschool.com

Give Us A Call

(+254)798486790

