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**DIGITAL MARKETING  
AND E-COMMERCE**

**01**

**02**

**03**

**04**

**BUSINESS ANALYSIS**

**ADMINISTRATION OF  
VSES AND START-UPS  
WITH ERP**

**BUSINESS DEVELOPMENT  
IN CAMEROON**





# DIGITAL MARKETING AND E-COMMERCE

01



Obtain an internationally recognized digital marketing certification. Develop your digital skills and advance your career in marketing and e-commerce.

## What you will learn:



The fundamentals of digital marketing and e-commerce to acquire the skills needed to land a job in the digital marketing industry.

Attract and engage customers through digital marketing channels such as lead generation and newsletters.

Measure marketing performance through analytics and present insights

Create e-commerce stores, analyze online performance and build customer loyalty



## Skills to acquire:

- | Search Engine Optimization (SEO) / Search Engine Optimization (SEO)
- | Email Marketing
- | Advertisement display
- | Content creation

## Prepare for a career in Digital Marketing:

- | Receive professional certification through Google and HubSpot
- | Demonstrate your competence in Marketing and Sales projects
- | Qualify for sought-after job titles: Marketing Coordinator , E-Commerce Associate, Web SEO Specialist, etc







Obtain an internationally recognized business analysis certification. Develop your digital skills and advance your career in business analytics.

## What you will learn:



The fundamentals of business analysis and change management to acquire the skills necessary to land a job as a Marketing Analyst, Industrial Analyst, Business Analyst or Business Analyst.

Define, plan and monitor, elicit requirements, and manage requirements communication.

Measure the performance of solutions using techniques and methods.

Create strategies, analyze process performance and optimize operations.



## Skills to acquire:

- | Definition and Analysis of Strategies
- | Definition of needs and requirements
- | Defining and Analysis of Designs
- | Evaluation of solutions
- | Optimization of processes (marketing, industrial, businesses, etc.)
- | Business Analysis Techniques and Methodologies
- | Problem solving and critical thinking

## Prepare for a career in Business Analysis:

- | Receive professional certification by IIBA
- | Demonstrate your competence in high-demand projects
- | Qualify for sought-after job titles: Functional Consultant, Business Analyst, Process Analyst,
- | Business Architect, Quality Analyst...





# ADMINISTRATION OF VSES AND START-UPS WITH ERP

03



Obtain an internationally recognized business administration certification.  
Develop your digital skills and advance your career in business administration.

## What you will learn:

The fundamental principles of business management with ERP/CRM to acquire the necessary skills to land a job as a manager of VSEs and Start-ups.

Define, plan and monitor, elicit requirements, and manage performance indicators.

Map and control your processes

Create strategies, analyze process performance and optimize business operations.



## Skills to acquire:

- | Definition and Analysis of Business Strategies
- | Configuration and use of ERP/CRM
- | Definition of vision and missions
- | Development of Business plans
- | Business Analysis Techniques and Methodologies
- | Problem solving and critical thinking

## Prepare for a career in Small Business and Start-up Administration:

- | Receive professional certification by IIBA
- | Demonstrate your competence in the administration of TPE during strong changes
- | Qualify for sought-after job titles: Country Manager, Business Consultants, etc.







Obtain an internationally recognized business development certification. Develop your digital skills and advance your business development career.

## What you will learn:

- | The fundamental principles of business development in Cameroon, to acquire the necessary skills to land a job as a salesperson or Business developer
- | Define, plan and monitor, elicit business requirements.
- | Map and control your commercial processes
- | Create strategies, analyze process performance and optimize prospecting operations.



## Skills to acquire:

- | Definition and Analysis of lead generation campaigns
- | Setting up and using digital marketing platforms
- | Administration of a website
- | Development of commercial strategies
- | Commercial prospecting techniques and methodologies

## Prepare for a career in business development:

| Receive professional certification by IIBA and Google certification

| Demonstrate your competence in business development in a commercial environment

| Qualify for sought-after job titles: Business developer, Business engineers, sales,...







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