

Powering digitalisation in marketing

DATA REPORTAL'S Digital 2021: Global Overview Report stated that there are 4.66 billion Internet users around the world in January 2021, an increment by 316 million (7.3%) since this time last year, bringing the global Internet penetration to 59.5% of the entire world's population. With the rise of digital revolution, the numbers are expected to increase even more at a pace that we are unable to predict.

Each day, we see the virtual world is taking over daily tasks such as accessing of information and connecting people globally, especially now during the Covid-19 pandemic where physical distancing is being practised to curb the spread of the virus. With the presence of gadgets such as laptops, tablets and smartphones, technology is now the centre of everything we do in our daily lives.

This paradigm shift saw global businesses being confronted with the need to participate and manage in a real-time digital environment.

Businesses are migrating into the virtual space at an increasing speed – seeing many aspects of the business are being carried out online, from human resources, stocking goods to sales and marketing.

Marketing – which is the heart of a business – provides essential support towards channelling sales. Thus, leading to the birth of digital

marketing to address the needs of this era of digital revolution.

One may ask, what exactly is digital marketing? Simply put, digital marketing can be viewed as an integrated perspective on leveraging interactive media for marketing, where one can achieve marketing objectives by applying digital technologies to the media.

The implementation of this dynamic and interactive tool gives one the ability to target demographics accurately, faster measurement of results and tracking, collecting of relevant data more effectively, provides an immense scope of market reach, and many other advantages under its wings. Execution of marketing strategies now revolves around digital devices, platforms, media, data, and technology.

Digital marketing facilitates efficient interaction between the audience targeted and the brand itself, providing relevant market behaviour insights for better formulations of business strategies.

Hence, it is no surprise that more companies are jumping onto the bandwagon where they use interactive media as both a relationship medium and sales channels owing to it providing information-delivery opportunities – relationship building opportunities or creating a channel for the

opportunity itself.

To prepare graduates for the future of the employment market, SEGi Group of Colleges (SEGi) has decided to introduce the Diploma in Digital Marketing and Bachelor of Advertising and Digital Marketing Communication (3+0) courses.

These programmes are designed to equip students with industry-relevant skills and knowledge to launch their career in the digital world.

The impact of the digital revolution is here to stay. Hence, SEGi's digital marketing programme is structured to cater to the need of today's marketing, not only for students but also for working adults by giving them an in-depth approach to become more effective in implementing the strategies into marketing to gain competitive advantages.

As a competency-based programme, SEGi aims to equip the new generation with the relevant knowledge and skills to face challenges and become a global entrepreneur.

Students will study a wide spectrum of modules that cover the area of management, basic finance and accounting, economics, and marketing.

Learning and teaching methods include both theoretical and practical approaches and prepares



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graduates to be at the forefront of their peers.

SEGi believes that by working hand-in-hand with their global partner, the University of Greenwich in UK, the programme will be able to furnish the employment market with global-minded graduates.

Upon the completion of their studies, students will be able to play an essential role in helping organisations reach and target their ideal audiences locally or internationally.

Having the competency to be able to market directly to audiences who have an interest in your product would increase the

chances of sales tremendously, thus adding value to graduates as an employee. And SEGi has a specialised group of academics ready to propel students towards this vast employment opportunity.

As a higher learning education institution, SEGi practises continuous quality improvement in all courses to meet the latest industry trends.

■ Visit colleges.segi.edu.my for more details or call 03-2070 2078 (SEGi College Kuala Lumpur), 03-8600 1777 (SEGi College Subang Jaya), 04-263 3888 (SEGi College Penang), and 082-252 566 (SEGi College Sarawak).