



LEARNING OUTCOMES

- Understand what digital marketing is and why it's essential in every industry.
- Learn the basics of social media, SEO, and personal branding.
- Discover tools and strategies they can apply immediately.
- Build and manage a complete Digital Marketing Campaign

TRAINERS



ASIF IQBAL

22+ yrs as Trainer for Digital Marketing & Advertising | 16 Years Experience as Senior Lecturer in Multiple Universities | Senior Lecturer & Adjunct Faculty - IBA

EXPERTISE:

- Trained more than 16,000 people worldwide
- Social Media Marketing and Advertising
- Corporate Training
- Digital Entrepreneurship
- Media Buying and Planning
- Digital Earning

Dr. M. ASIF KHAN

20+ yrs experience in academia and leadership roles | PhD - Education Management | HEC approved PhD supervisor | Rotary International GSE Fellow USA

EXPERTISE:

- Former Editor of HEC - recognized research journals
- Educational management, communication, and organizational culture
- Proven facilitator delivering practical, industry-ready outcomes

WHO SHOULD ATTEND?

- Industry stakeholders
- Aspiring Entrepreneurs
- Students and Free-lancers
- Creative & Marketing professionals



WHERE?

TIP Learning and Innovation Hub

24/D, Street 24, Block 6, PECHS, Karachi - 74500

FOR MORE COURSES AND DETAILS :

✉ lih@tip.edu.pk

📞 (92-21) 34549734, 34549870



www.tip.edu.pk