KLICK SCHOOLS

COURSE OUTLINE · 2026



KLICK FILM & DESIGN SCHOOL · ADDIS ABABA

Digital Marketing *Course*

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Learn the complete digital marketing toolkit in one month: social media strategy, Facebook, Instagram and TikTok ads, SEO, email and analytics, for the Ethiopian market. You finish with a campaign case study for your portfolio.

ETB 5,000
Full course fee

1 Month
3 classes a week, 2 h

Every 2 weeks
A new class starts

Certificate
Verifiable online

klickschools.com/courses/digital-marketing

Mexico (Sengatera Bldg, 19th fl.) & CMC Michael

+251 920 594 530

Marketing that *gets results*

Digital marketing is one of the fastest-growing careers in Ethiopia's digital economy. The course covers what agencies and brands actually do: plan content, run paid ads, grow audiences and report results to clients.

No experience needed. You are taught by working marketers and practise on the real platforms, with local targeting and creative for Ethiopian audiences. It suits beginners, business owners, social media managers and anyone moving into marketing.

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2,000+ students trained

~24 h hands-on training

2 branches in Addis

By the end you can

- Plan and run a full digital marketing strategy for a brand
- Set up and optimise Facebook, Instagram and TikTok ad campaigns
- Grow social media audiences organically and with paid ads
- Measure campaigns and write professional client reports
- Work as a digital marketer at an agency, brand or NGO
- Market your own business or start a freelance practice

Software you will use

Meta	GA4	GSC	Canva	CapCut	Mailchimp
Ads Manager	Google Analytics	Search Console	Design	Video	Email

Your *4-week* plan

3 classes a week, 2 hours each. Each stage ends with work you have made yourself.

WEEK 1

Fundamentals & Social Strategy መሰረቶች

Marketing funnels, the Ethiopian social media market, platform choice, content pillars, audience building.

You finish with: a content strategy for a brand

WEEK 2

Paid Advertising ማስታወቂያ

Facebook and Instagram ads setup, targeting, creative strategy, budget management, optimization.

You finish with: an ad campaign set up and targeted

WEEK 3

TikTok, SEO & Email TikTok እና SEO

TikTok algorithm and short-form growth; SEO basics, keyword research, email list building.

You finish with: a short-form and search plan

WEEK 4

Analytics & Client Work ሪፖርት እና ደንበኛ

Reporting, client presentation, campaign case study, portfolio and job preparation.

You finish with: a campaign case study, your portfolio and your certificate

Class *times*

Choose a time and days that fit your life. ሰዓቱ በኢትዮጵያ አቆጣጠር ነው።

ETHIOPIAN TIME	INTERNATIONAL	DAYS
3:00 – 5:00	9 – 11 AM	MWF or TTS
5:00 – 7:00	11 AM – 1 PM	MWF or TTS
7:00 – 9:00	1 – 3 PM	MWF or TTS
9:00 – 11:00	3 – 5 PM	MWF or TTS
11:30 – 1:30	5:30 – 7:30 PM	MWF or TTS
Weekend	Sat / Sun	Full-day sessions

MWF = Mon · Wed · Fri · TTS = Tue · Thu · Sat. Seats per class are limited; ask on WhatsApp which times have space.

What's *included*

One fee. No hidden costs.

- **Working marketers** as teachers, with feedback on your own campaigns
- **Built for Ethiopia**: local targeting, local platforms, local audiences
- **A campaign case study** for your portfolio and job applications
- **Klick certificate** with a unique number employers can check at klickschools.com/verify
- **Klick Konnect**: after you graduate, join the network where graduates meet employers and clients
- **Pay in full or in instalments.** Ask us about a payment plan before you enrol

Fees *& packages*

THIS COURSE
ETB 5,000
Digital Marketing · 1 month

PACKAGE
ETB 15,000
Graphic Design + Digital Marketing · 3 months

ALSO POPULAR
ETB 5,000
Video Editing · 1 month

How to *enrol* · እንዴት እመዘገባለሁ?

1. **Register online**
Takes 2 minutes: scan the QR code or open klickschools.com/register.

2. **Pay by Telebirr or CBE**
Pay on the register page or on our Telegram bot @KlickSchoolBot and send your proof.

3. **Start your class**
We confirm your seat and your student ID. A new class starts every two weeks.

Your first campaign starts *in two weeks.*

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SCAN TO REGISTER