

# REGISTRATION FORM

To confirm your registration, please complete this form including payment.

- YES! Please register the following participant(s) for this course
- I am interested but unable to attend. Please put me on your mailing list

Course Name : **CERIFICATE IN YOUTUBE MARKETING**

Venue : UTMSPACE Kuala Lumpur

Date	Level	Fee	Option
18 - 19 Dis 2019	Foundation	RM 2880.00	
08 - 09 Jan 2020	Professional	RM 3250.00	
19 - 20 Feb 2020	Specialist	RM 3500.00	

Also for **Professional** programme, the **pre-requisite** is to have attended **Foundation** programme. For **Specialist** Programme, the **pre-requisite** is to have attended **Professional** Programme.

**\*DETAILS OF PARTICIPANT ATTENDING THE COURSE:**

No.	Name of Participant	Mobile No.	E-mail Address	NRIC (for HRDF claim)	Fee (RM)

(Please attach a separate list if necessary)

\*UTMSPACE respects the privacy of its customers with regards to personal data. For further details, please visit : [www.utmspace.edu.my/pdpa](http://www.utmspace.edu.my/pdpa) Total

SPONSORSHIP :  Self-Sponsored  Company-Sponsored

**INDIVIDUAL / COMPANY DETAILS (for issuance of invoice) :**

Organisation : \_\_\_\_\_

Co. Reg. No\* : \_\_\_\_\_ \* if applicable

Address : \_\_\_\_\_

Contact Person : \_\_\_\_\_

Tel No. : \_\_\_\_\_ Designation : \_\_\_\_\_

Fax No. : \_\_\_\_\_ E-mail : \_\_\_\_\_

Cancellations received in writing 30 days prior to the programme are eligible for a refund, subject to a 15% cancellation fee. Cancellations received less than 14 days from the date of the programme are not eligible for a refund. However, substitute attendees are welcome. Please note that the speakers and topics are confirmed at the time of printing. However, circumstances beyond the control of the organisers may necessitate substitutions or cancellations of speakers and/or topics. As such UTMSPACE reserves the right to alter or modify the advertised speakers and/or topics.

Authorised Signature\* : \_\_\_\_\_ Date : \_\_\_\_\_

Name : \_\_\_\_\_ Designation : \_\_\_\_\_

\* Head of Department / Approving Manager

Company Stamp

**MODE OF PAYMENT**

A. Cheque or Bank Draft

Cheque No. / Bank Draft No. : \_\_\_\_\_ Bank/ Branch : \_\_\_\_\_

B. Telegraphic Transfer / Local Order

Transaction Date : \_\_\_\_\_ Reference Number : \_\_\_\_\_

[ Terms & Conditions Apply ]

FOR FURTHER INFORMATION, PLEASE CONTACT:

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CENTRE FOR PROFESSIONAL DEVELOPMENT, UTMSPACE Johor Bahru, Universiti Teknologi Malaysia, No. 34 - 50, Jalan Kebudayaan 1, Taman Universiti, 81300 Skudai, Johor  
Tel : (607)-521 8159 / (607) 531 8043 | Fax : (607) 520 5725 | Website : [www.utmspace.edu.my](http://www.utmspace.edu.my)  
E-mail : [nurafidah@utmspace.edu.my](mailto:nurafidah@utmspace.edu.my) / [azwad@utmspace.edu.my](mailto:azwad@utmspace.edu.my) | Contact Person : EN. MOHD AZWAD / PN. NURAFIDAH

All crossed cheque / bank draft should be made payable to  
Account Name : UTMSPACE  
Account Number : 8601518228 | Bank Name : CIMB  
Islamic Bank Berhad | Branch : UTM Skudai, Johor  
Swift Code: CIBBMYKL (CIMB BANK)



School of Professional and Continuing Education (SPACE)



**UTMSPACE KUALA LUMPUR**

# CERTIFICATE IN YOUTUBE MARKETING

**INTRODUCTION**

Digital technologies have changed the way we work, live and communicate in the Digital Era, especially with the Industry Revolution 4.0. With the rapid development in these digital technologies, the need or demand for digital skills have increased. This has posed serious challenges for individuals in securing, advancing and progressing their career. Video is where the web is going. The move toward video marketing has reached critical mass, where the momentum and the numbers have created a huge interest in businesses. With this, video marketing has become more and more affordable and widespread. Video adoption in business is growing rapidly because of advances in technology. Video marketing for business requires creativity, technical knowledge and knowledge of human psychology. The cocktail of these components makes it possible to create real miracles of video marketing at minimal cost.

**OBJECTIVES**

- To understand the fundamental skills necessary to successfully start a video marketing project, team or company.
- To develop an understanding of how to do research and develop a storyboard for online video marketing.
- To work with case studies to learn about the professional standards in the sector and to improve related aptitudes
- To promote the good practices of teamwork, international vision, interdisciplinary practice and problem solving

**TARGET PARTICIPANTS**

- SPM Leavers
- Individual
- Companies

**PROGRAM STRUCTURE**

- Theories, Concepts and Case Studies
- Digital Video Reality Session (Experience Sharing)
- Practical Experience

**Structure Of The Program**

Certificate in youtube Marketing

Youtube certified ( google/youtube)  
[participant need to seat on their own]  
(Valid for 18 months. Need to re-take every 18 months)

Ability to practise as certified youtuber



**Maklumat lanjut sila hubungi :**

Pusat Pembangunan Profesional, UTMSPACE Johor Bahru  
Tel : 07-521 8159 (PN. NURAFIDAH) / 07-531 8043 (EN. MOHD AZWAD) Faks : 07-520 5725  
E-mel : [nurafidah@utmspace.edu.my](mailto:nurafidah@utmspace.edu.my) / [azwad@utmspace.edu.my](mailto:azwad@utmspace.edu.my)



# CERTIFICATE IN YOUTUBE MARKETING FOUNDATION



# CERTIFICATE IN YOUTUBE MARKETING PROFESSIONAL

## THERE ARE 6 MODULES AT FOUNDATION LEVEL :

- Consumer Psychology
- Keyword Research for YouTube Marketing
- Market Research
- Content Development
- Storyboard Planning and Development
- Search Engine Optimization for YouTube

## ASSESSMENT :

- Assignment – 50%
- Online MCQ – 25%
- Coursework – 15%
- Participation – 10%

## CLASSES :

- 1-day per week Lecture (9am to 5pm)
- 1-day per week tutorial cum training (9am to 5pm)
- Online revision classes
- Online assignments

## DURATION :

- 6 weeks; 2 days face to face session
- 60 hours of online classes

## CERTIFICATE :

1. IAE Certificate [Certificate in YouTube Marketing Fundamentals]
2. UTM Certificate

## THERE ARE 6 MODULES AT PROFESSIONAL LEVEL :

- Youtube Auditing
- Youtube Models And Strategies
- Youtube Marketing Plan
- Youtube Advertising
- Youtube Branding
- Youtube Campaign

## ASSESSMENT :

- Assignment – 50%
- Online MCQ – 25%
- Coursework – 15%
- Participation – 10%

## CLASSES :

- 1-day per week Lecture (9am to 5pm)
- 1-day per week tutorial cum training (9am to 5pm)
- Online revision classes
- Online assignments

## DURATION :

- 6 weeks; 2 days face to face session
- 60 hours of online classes

## CERTIFICATE :

1. IAE Certificate [Certificate in YouTube Marketing - Professional]
2. UTM Certificate

Fees per pax  
**2880.00**

Fees per pax  
**3250.00**

# CERTIFICATE IN YOUTUBE MARKETING SPECIALIST

CERTIFICATE IN YOUTUBE MARKETING WILL ENSURE YOU ARE EQUIPPED WITH A FUNDAMENTAL UNDERSTANDING OF VIDEO MARKETING.

## THERE ARE 6 MODULES WITHIN THIS PROGRAM :

- Consumer Psychology
- Keyword Research for YouTube Marketing
- Market Research
- Content Development
- Storyboard Planning and Development
- Search Engine Optimization for YouTube

## ASSESSMENT :

- Assignment – 50%
- Online MCQ – 25%
- Coursework – 15%
- Participation – 10%

## DURATION :

- 6 weeks; 2 days face to face session
- 60 hours of online classes

## CLASSES :

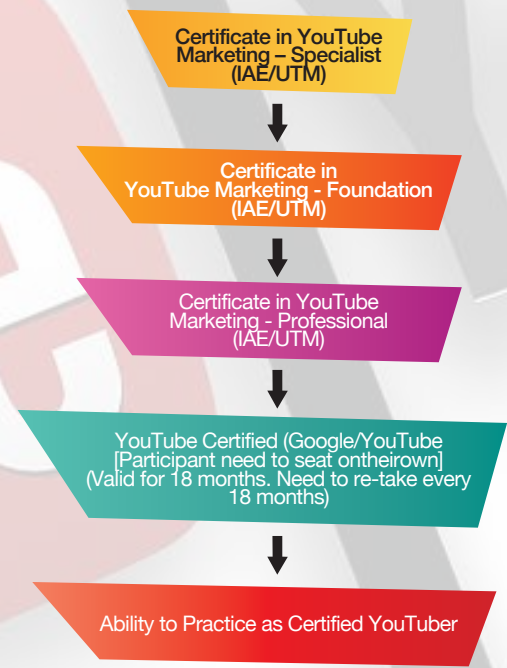
- 1-day per week Lecture (9am to 5pm)
- 1-day per week tutorial cum training (9am to 5pm)
- Online revision classes
- Online assignments

## CERTIFICATE :

1. IAE Certificate [Certificate in YouTube Marketing - Specialist]
2. UTM Certificate

Fees per pax  
**3500.00**

## LEARNING CERTIFICATION PATHWAY



## CERTIFICATION ROADMAP FOR INDUSTRY PROFESSIONALS

