

# About Us

Welcome to Foundry Institute, your gateway to a successful career development leveraging technology.



More Information :



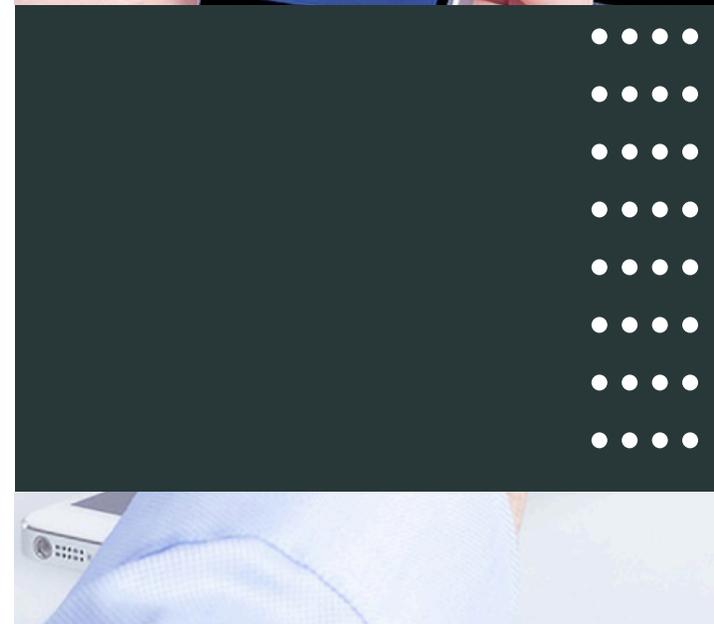
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# **FOUNDRY INSTITUTE**

***Skill up. Stand out. Succeed***

## ***Welcome to Foundry Institute:***

Our prospectus is your decision making tool, it gives you overview of who we are, what we offer and how we can help you to use tech marketing science to professionally achieve business and personal life results.

If you are interested in not just knowing technological tools but how you can combine technology and marketing science to achieve tremendous result in your career, Foundry Institute is your best Plug.

## ***Why All This:***

Well, the objective of this prospectus is to make sure you have the needed information to plan and take the next step into connecting Tech tools and Marketing science.

***Our bold claim is to refund you any penny you spend after enrolling on any of our programs and you did not get the result you seek.***

# CONTENT

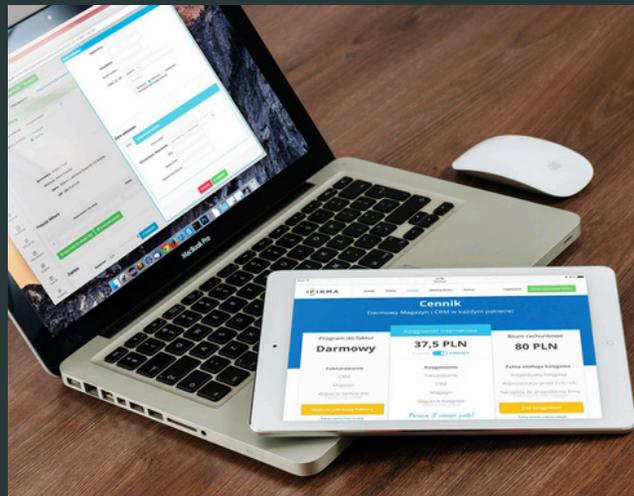
- **Overview**
- **Programs**
- **Study Structure**
- **Career Path**

## Our Believe

We believe the future of everything not only business is highly dependent on technology, more importantly, technology has made it easier for business development and growth than it were before and that is where the science of digital marketing comes into play.

## Digital Marketing

For a decade now in strategic digital marketing, we have seen the missing link causing about 90% Africans to fail or get minimal results leveraging tech to grow



## Digital Tools

Having fair knowledge about the use and manipulation of digital tools

## Marketing

Identifying consumers needs and satisfying them profitably.

## The Missing Link

Digital marketing is a combination of knowledge about digital TOOLS and MARKETING.

Bitter truth, you can't be good in one and bad in the other if you really want to leverage technology as a servant in business.



## **Our Bold Promise**

*Giving result oriented practical education on how to link technological tools and Marketing knowledge to achieve real business results.*



**We are obsessed with this promise, serving as a benchmark to affect change in the digital marketing environment in Africa**



# OUR PROGRAMS

**Digital marketing & Business  
development**

**Beginner level**

**Master In Digital marketing and  
Business development**

**Advance Level**

Microsoft Suite

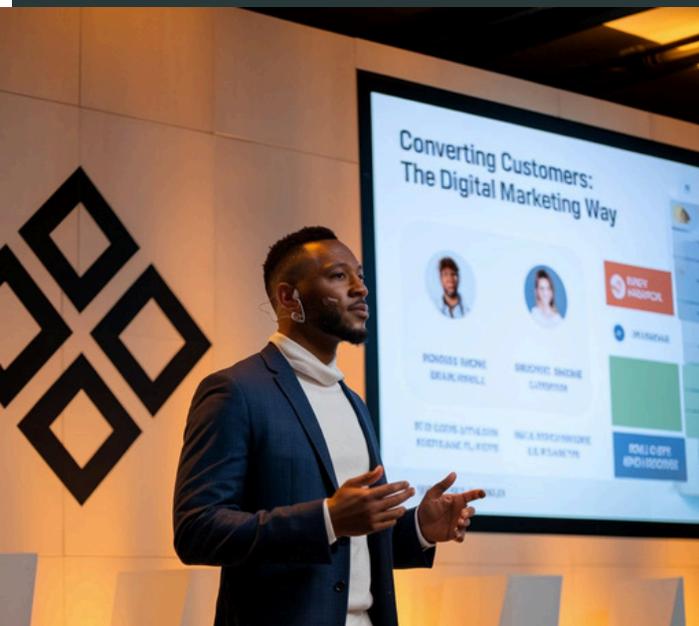
Web Designing (Wordpress  
Development)

# Digital marketing & Business development

Beginner

Learn the fundamental concepts of digital marketing, including SEO, social media, email marketing, and online advertising to position your business online.

- Digital Marketing Foundations
- Social Media Marketing for Businesses
- Search engine marketing for Businesses



# Master In Digital Marketing & Business development

Advance Level

*Develop comprehensive digital marketing strategies, set SMART goals, and track your ROI.*



- Social Media Marketing Specialization
- Digital Marketing Strategy & Planning
- Online Media Buying
- E-commerce Solutions
- Web Analytics

## OUR PROMISE

Giving result oriented practical education on how to link technological tools and Marketing knowledge to achieve real business results.

## IT literacy and Microsoft Suite

*Utilize advanced Excel functions for data analysis, create professional presentations with PowerPoint, and leverage Microsoft tools for marketing automation.*

- Microsoft excel
- Microsoft Word
- Microsoft Publisher
- Microsoft Powerpoint
- Google work space tools for productivity.
- Automations



## OUR PROMISE

Giving result oriented practical education on how to link technological tools and Marketing knowledge to achieve real business results.

## Web designing

Learn to design and develop user-friendly websites using WordPress.

- Business sites
- Travel & Tour sites
- Schools sites
- Religious and NGO sites
- Landing pages
- Potfolio sites
- Blogs
- Web analytics
- Local SEO
- Technical SEO



### OUR PROMISE

Giving result oriented practical education on how to link technological tools and Marketing knowledge to achieve real business results.



## **PROGRAM, FEE, DURATION AND REQUIREMENT**

### **OUR PROMISE**

Giving result oriented practical education on how to link technological tools and Marketing knowledge to achieve real business results.

PROGRAMS	DURATION	FEE	REQUIREMENT
Digital marketing & business development <span data-bbox="499 565 743 646">Beginner</span>	1 Month	GHs800	Computer or good smart phone is required
Master In digital marketing & business development <span data-bbox="527 802 770 883">Advance</span>	2 Months	GHs2000	Must have beginner digital marketing knowledge
IT literacy & Microsoft	2 Months	GHs800	A working computer
Web Designing & SEO	2 Months	GHs2000	A good working computer
Online Media Building	1 Month	GHs	-----

# CLASS STRUCTURE



## ONLINE LEARNERS

Learning Mode	Class Frequency	Class Duration
Google Meet and Zoom	4Classes/week	2.5 hours/class

## OFFLINE LEARNERS

Learning Mode	Class Frequency	Class Duration
Learning centre- Ashaiman & Accra - Adenta	3 Classes/week	3 hours/class



## CAREER PATHS



IT skills has become highly sort after now due to the rise in technology and knowing how to effectively use digital tools to achive marketing and overall business growth result is hot cake in any industry.

*Continuous learning and professional development are crucial for career advancement in the dynamic field of digital marketing.*



## Entrepreneurship

*Turn your passion for digital marketing into a thriving business*



- Start your own digital marketing agency: Build and grow a successful digital marketing agency providing services to businesses.
- Launch an e-commerce business: Leverage your digital marketing skills to build and grow a successful online store.
- Become an online influencer or content creator: Build a strong online presence and monetize your influence through sponsorships, brand deals, and affiliate marketing.
- Start a web designing and SEO agency

This is not an exhaustive list of career paths, there are endless paths.



## Business

*Explore exciting career opportunities within established companies*

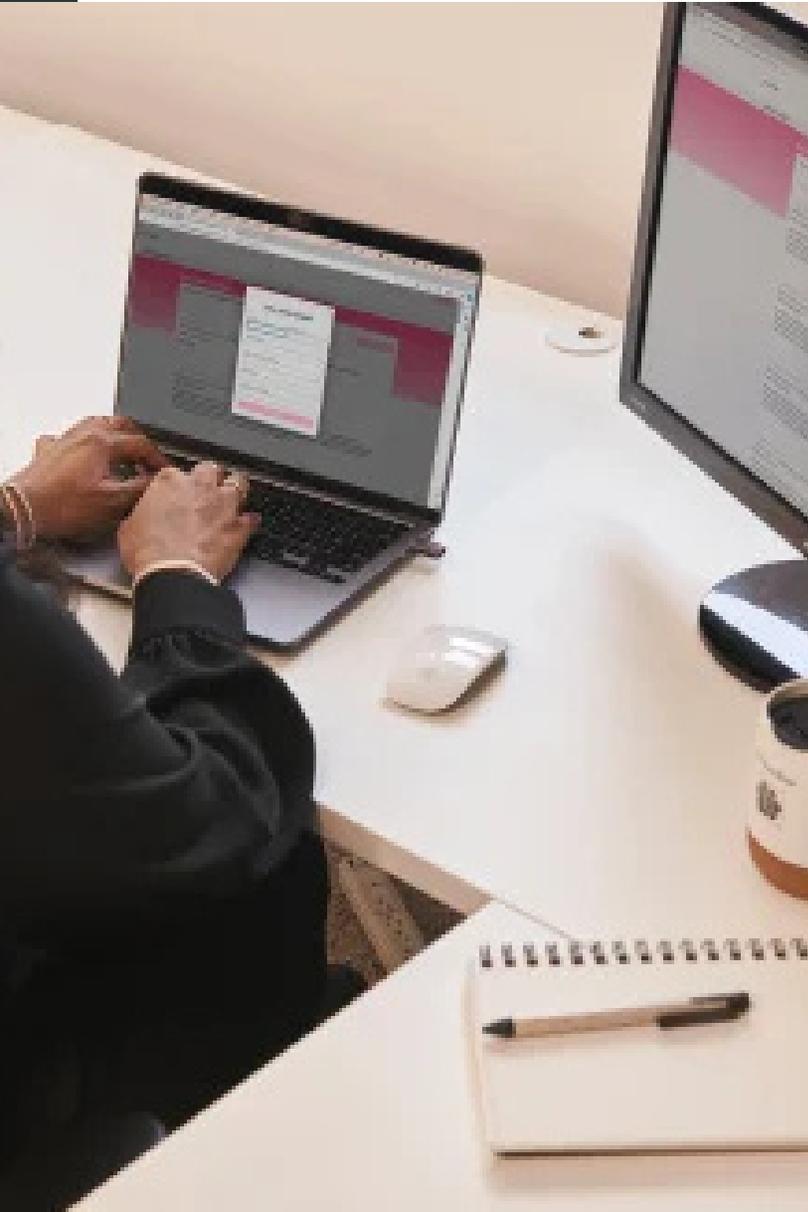


- Digital Marketing Manager: Oversee all aspects of a company's digital marketing efforts.
- Social Media Manager: Manage a company's social media presence across various platforms.
- SEO Specialist: Optimize websites for search engines to improve organic visibility.
- PPC Specialist: Manage pay-per-click advertising campaigns (e.g., Google Ads, social media ads).
- Content Marketing Manager: Develop and execute content marketing strategies to attract and engage target audiences.
- Email Marketing Manager: Manage email marketing campaigns, including list building, segmentation, and automation.
- E-commerce Marketing Manager: Drive online sales and optimize the customer experience for e-commerce businesses.
- Marketing Analytics Manager: Analyze marketing data to track campaign performance, identify trends, and make data-driven decisions.

This is not an exhaustive list of career paths, there are endless paths.

## Freelance

Build a successful freelance career and enjoy the flexibility of independence



- **Freelance Digital Marketer:** Offer a range of digital marketing services to clients on a contract basis.
- **Social Media Marketing Consultant:** Specialize in social media marketing strategy, content creation, and advertising.
- **SEO Consultant:** Provide expert SEO services to businesses and individuals.
- **PPC Consultant:** Manage and optimize paid advertising campaigns for clients.
- **Content Writer/Marketer:** Create high-quality content for websites, blogs, and social media.

This is not an exhaustive list of career paths, there are endless paths.





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