

Applied Digital Marketing Certificate

There are eight blocks to this course:

Block 1 Digital Marketing Orientation	Block 2 Applied Digital Marketing Project (Portfolio)	Block 3 The World of Marketing	Block 4 Marketing Mix Strategy
Block 5 A Digital Approach to Marketing Strategy	Block 6 Building Online Customer Relationships	Block 7 The Digital Marketing Toolbox	Block 8 Applying Digital Marketing Tactics

Practical

10 Months

8 Certificates

Skills Portfolio

You will learn:

Block 1 – Orientation

Kicks you off with a webinar and orientation of the course. You will also receive a personalised course pacer to help you stay on track with your assignment hand-ins.

Block 2 - Applied Digital Marketing Project Kicks off in week one and runs for the full duration of this course. This block is all about your portfolio and contains the practical activities that you will need to complete.

Block 3 - The World of Marketing

Takes you through the fundamentals of marketing and key digital marketing concepts.

Block 4 - Marketing Mix Strategy

Builds on block 3 and teaches you how to develop a strategy and marketing plan.

Block 5 - Digital Approach to Marketing Strategy

Explores the latest digital technologies, trends and how the digital landscape has changed the way marketers think and do strategy.

Block 6 - Building Online Customer relationships

Develop digital customer journeys, personas and experiences and an integrated marketing communications plan for a business.

Block 7 - The Digital Marketing Toolbox

A practical block that teaches you how to do keyword research, building surveys, testing, and monitoring digital activities, building email campaigns, automating social media posts, managing projects and more.

Block 8 - Applying Digital Marketing Tactics

Learn about dynamic ads, programmatic advertising, copywriting, content planning and a few design tips and tools for creating content for your social pages.

About this short course

The digital environment is changing rapidly. Marketers are being challenged by this changing environment and are having to adapt and rapidly upskill themselves in order to know how to take advantage of the many opportunities available for organisations to reach more customers. Knowledge of the digital marketing environment and process is no longer a 'nice to have'. This course is ideal for those who want to improve their knowledge of digital marketing and those that aspire to becoming future digital marketers. It is also perfect for 'old' school marketers who need a full understanding of the digital marketing landscape, how it fits into the overall communications mix and what to be looking out for when preparing a marketing strategy and plan.

You will explore the many applications of digital marketing, digital media types and how these can be integrated with offline channels. We discuss topics such as digital disruption, big data and the Internet of Things and how this is influencing customer behaviour and changing the marketing mix. We will also unpack all digital marketing 'suitcase' words such as keywords, SEM, SEO, pay-per-click, content marketing and optimising, to name but a few.

This course was developed after researching the needs of the industry and is continually updated by our head Tutor who is an expert in the industry. At the end of this course, you will know how to:

- Build and manage main social media channels (Facebook, LinkedIn, Instagram, Twitter, TikTok and YouTube).
- Do basic design and content creation for social media using online tools.
- Apply basic writing skills for online copy and blogging.
- Apply online research techniques including keyword research, blog topic research, social monitoring and apply campaign performance formulas.
- Understand the importance of SEO and creating content for search ranking purposes.
- Report with google analytics and social media insights tools.
- Do online segmentation and targeting.
- Approach online testing strategies.
- Build a basic website using Wix.
- Navigate and utilise online tools in the Google Suite
- Utilise Mailchimp to create an email campaign.
- Understand how Hootsuite is used as a social media management tool.
- Understand the in's and out's of PPC (pay-per-click) advertising and how to use online tools like Team Gantt, Trello, and more.

This course is one-of-a-kind and what sets it apart from every other Digital Marketing course is its practical nature. Every bit of theory you learn will be applied.

R35,000 including VAT – payable over 6 months.