

Applied Digital Marketing

1. Overview

In today's digital world, all role-players in marketing, business management or entrepreneurial ventures need to know about UX and SEO and how to use the rich world of digital marketing to their advantage. Apply digital marketing tools in formulating a digital marketing strategy and execute it through multiple digital platforms to suit the rapidly evolving content and information consumption needs of the consumer.

Learning Outcome:

- Deploy multiple channels to drive a digital marketing strategy
- Use SEO, UX and paid advertising to optimise online marketing
- Assess and report on digital marketing

Qualification Type:

Certificate of Competence

Duration:

10 Weeks

Programme Type:

Category B Learnership - Online

Programme ID:

PA0108

NQF Level:

Level 6

Contact Days:

5 – 7 Learning Hours per week, anytime, anywhere

Prerequisites:

Grade 12 Qualification

Training Options:

Distance Learning - Online

Minimum Learners Required:

One (1) on Distance Learning – Online

Who Should Attend:

Marketing and communication professionals, business or line managers or brand representatives. Small business owners or those who wish to use digital or social media platforms to boost their business ventures.

Course Content

- Introduction to Online Learning
- Digital Marketing Landscape
- Websites and UX
- Mobile
- Social Media
- On-site and Off-site Optimisation
- Email Marketing
- Paid Advertising
- Assessment and Report

**A choice of leveraged programmes for any person,
at any level, in any department, of any company, in any industry.**