



DIGITAL MARKETING SHORT LEARNING PROGRAMME

The short course in Digital Marketing focuses on the contemporary marketplace in which digital marketing takes place and aims at the implementation of digital marketing through the use of websites and different techniques that align to digital marketing such as search engine optimisation, e-mail marketing, social media marketing and content and affiliate marketing.

The purpose of this programme is thus to ensure that participants are able to implement digital marketing through the use of websites and different techniques that align to digital marketing as mentioned above.

This short course will be presented over a period of three days. Module 1 provides an introduction to the online marketing environment. Module 2 focus on creating an online presence. Then modules 3-6 focus on the in-depth content related to digital marketing, including Search Engine Optimisation (SEO), content and affiliate marketing, e-mail marketing and social media marketing.

Candidates enter the programme as marketers and will exit the programme with knowledge and competence as digital marketers with specific knowledge about the online marketing environment, how to create an online presence, search engine optimization, content and affiliate marketing, e-mail marketing and social media marketing.

Themes covered in this programme:

- Introduction to the online marketing environment
- Creating an online presence
- Search Engine Optimisation (SEO)
- Content and Affiliate Marketing
- E-mail marketing
- Social media marketing

Learning outcomes covered in this programme:

- Identify the digital marketer.
- Explain how digital marketing happens.
- Discuss the modern economy.
- Describe Customer 2.0

- Discuss the importance of a website for a business.
- Create a domain name for a website.
- Select the right keywords for a website.
- Write copy for a website.
- Plan a website.
- Create a website.
- Discuss search engine marketing.
- Explain search engine optimisation.
- Practice on page SEO.
- Be able to use online directories to collect competitor information from the marketplace.
- Explain and apply content marketing.
- Explain and apply affiliate marketing.
- Discuss the importance of e-mail marketing.
- Construct an e-mail marketing campaign.
- Discuss the benefits of social media marketing.
- Explain the different social media platforms.
- Create a Facebook Business Account.
- Construct a Facebook Advertising Campaign.
- Create a Twitter advertisement.
- Link social media accounts to a website.

Assessment

The student will be required to complete the assignment at the end of the programme.

HOW THE TRAINING PROCESS WORKS

1. Registration for training at one of the venues nationwide with the Edutel Office (011) 760-3668.
2. Complete the 3-day training, which includes assistance with the completion of your assignment.
3. Edutel Higher Education Certificates are issued to successful students.

Please visit our website: www.edutel.ac.za

COST:

Cost for the short course programme: Duration: 3-day workshop – R5 080.00

The course fee includes the study material, training, the assignment and assessment. Lunch and refreshments are included.

Accommodation or travelling arrangements and expenses are the responsibility of the student.

FURTHER ENQUIRIES

Elsabe (011) 760-3668 or workshops@edutel.ac.za