

Applied Digital Marketing

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.

Course Facts



Course delivery

Online, digitised short course



Course duration

Ten weeks



Notional learning hours

5-7 learning hours per week, anytime, anywhere



B-BBEE

Assistance offered to obtain Category B recognition under Skills Development element of B-BBEE scorecard



Learner Journey Management

The Wits DigitalCampus team provide learning support throughout the course



Certification

A Certificate of Competence from the University of the Witwatersrand



Target market

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



Assessment

Assessment and grades are calculated as follows:

- 5% – Participation in Discussion Activity forums
- 35% – Module assessment results
- 60% – Online examination result



Course outcomes

- 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

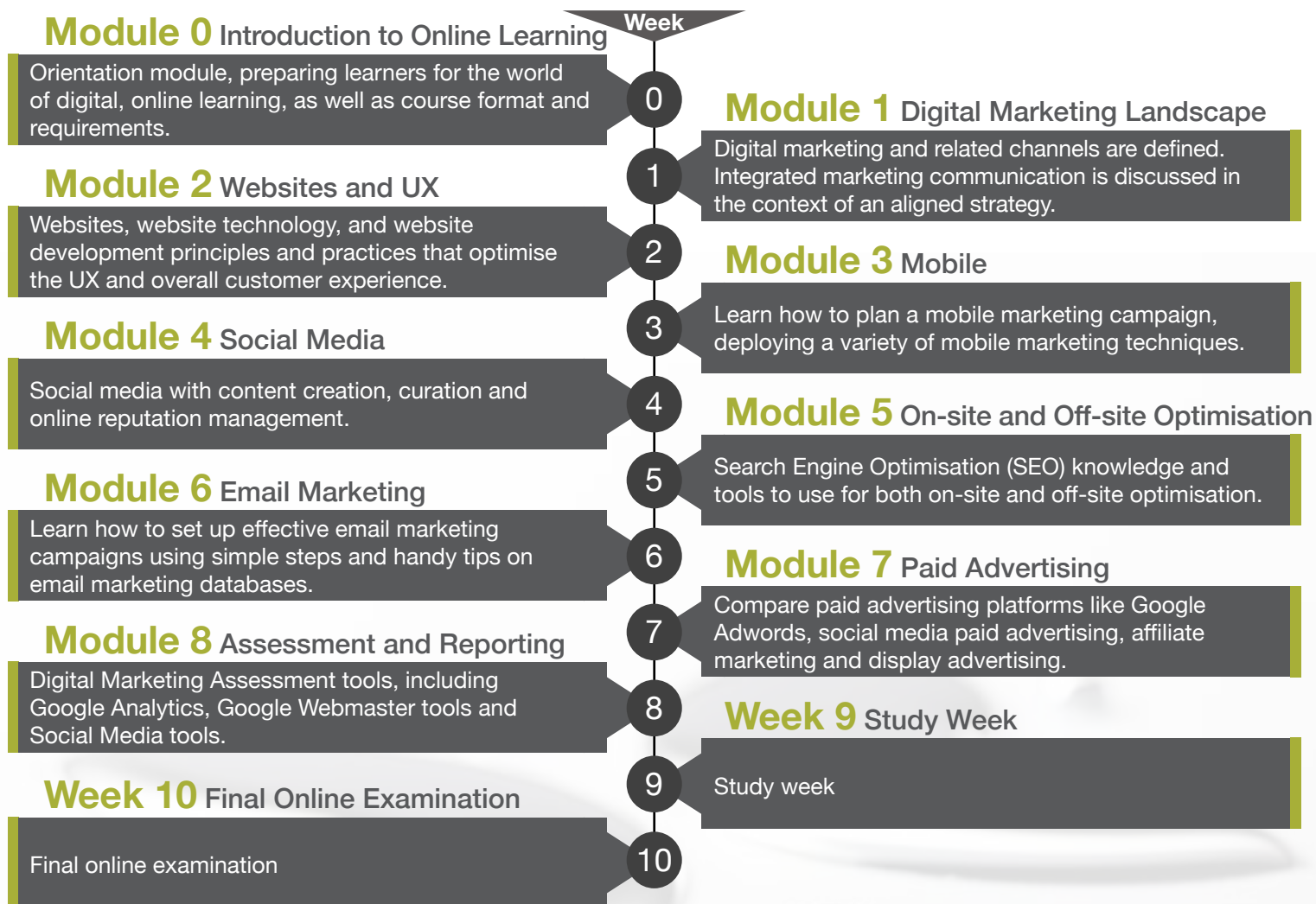


Learners who meet the assessment criteria will receive a Certificate of Competence from the University of the Witwatersrand's Wits Plus, Centre for Part-Time Studies. A Certificate of Competence is proof that course content has been completed and learners have been assessed for competence against the learning outcomes set.



Wits lecturer, **Helga Louw**, has worked with both traditional and digital marketing platforms during her tenure as Marketing Manager for leading SA Tertiary Education institutes. She is currently the Marketing and Communications Representative for Wits Plus. Helga holds a BA in Communications, a BA Hons in Organisational Communication, and a Marketing Research Certificate.

Course Outline



Learner Journey Management

Our Wits DigitalCampus Learner Journey team will ensure that all applicants are enrolled, informed, supported and motivated to complete the course. The team can be contacted online, telephonically or by email and will respond to learner queries and comments within a working day.

Our effective Learner Journey Management is evident in these statistics:

Course completion rate:	Course pass rate:
90% plus	90% plus

Application & Payment Process

Apply online at www.digitalcampus.co.za

In accordance with Wits policies, upfront payment is required to register for the course. The payment of the fees for this course is the responsibility of the individual registering for the course.