

FACT SHEET

DIGITAL MARKETING (Advanced Course)

Introduction

The Digital world has resulted in more empowered consumer and companies that are able to embrace digital as part of their marketing strategy and interact with their customers in a more relevant and meaningful manner will reap the benefits.

The traditional model of one-way communication that consisted of simply telling people about your products or services is no longer working. The consumer expects more and if you don't offer them something more, someone else will.

This course will therefore assist the marketer to create and maintain mutually beneficial relationships with their customers via the multiple digital platforms that have empowered both the consumer and the marketer.

The course will also assist the marketers to listen to their target markets and learn more information about them, thus resulting in the ability to tailor messages to individuals instead of creating generic messages for mass audiences.

Course Content and Delivery

The course is made up of 7 modules that can be completed within a six month period. There is no time frame however set on this course.

Each module consists of an introduction video and an interactive PDF document with the course notes, assignments and recommended online resources. At the end of each module, is an assignment that is compulsory and an average of 60% must be achieved in order to be awarded with the certificate of completion.

Course Modules

Module 1 Digital Marketing as part of your overall strategy

Module 2 Understanding the digital consumer

Module 3 Developing a content marketing framework

Module 4 Mobile marketing

Module 5 Increasing customer engagement through social media

Module 6 Social media as part of your marketing strategy

Module 7 Search engine marketing

Learning Outcomes

On successful completion of this module will enable you to:

- Demonstrate an understanding of how to develop a digital marketing strategy.
- Demonstrate an understanding of the digital consumer decision journey and the online research tool that can assist the marketer to understand and predict customer behaviour
- Demonstrate and the understanding of a content marketing framework
- Demonstrate an understanding of the mobile market in Africa, the types of mobile marketing and marketing practices
- Demonstrate an understanding of the tools and tactics that can be used to increase consumer engagement on Facebook, Twitter, LinkedIn & Google+
- Demonstrate an understanding of how to develop a social media strategy that dovetails with your overall strategy.
- Demonstrate an understanding of SEM and how search engines work.

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