

FACT SHEET

DIGITAL MARKETING (Intermediate Course)

Introduction

Digital marketing is far more than just having a great website. It is set of strategies that are designed to bring people to your website, engage with them and convert them to customers.

Your customers and prospective customers are searching for products and services every day. Effective Internet marketing can ensure that you are easily findable, engaging and credible.

There are several strategies that can be employed to do this. From on-page optimization that makes sure your website itself is properly designed to off-page optimization to make sure that there are links pointing back to your website from other authoritative websites and social media platforms.

The Digital Marketers Intermediate course is designed to assist you with the tactics that can achieve a range of objectives from building awareness, to lead generation and customer engagement.

The Digital Marketers Advanced course will equip you with the skills to analyse your digital marketing efforts and react in real-time with innovative digital solutions.

Course Content and Delivery

The course is made up of 6 modules that can be completed within a two-month period.

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 a multiple-choice exercise that is compulsory and students need to achieve an average of 65% in order to be awarded the certificate.

At the end of all six modules students are given a summative assessment in the form of a project.

This too must be successfully completed for those students wanting full certification.

Course Modules

Module 1	The importance of a Digital Presence
Module 2	SEO (Search Engine Optimisation)
Module 3	Digital Marketing Strategy
Module 4	Social Media Marketing with Facebook and Twitter
Module 5	Growing your business with Google+

Learning Outcomes

On successful completion of this module students will be able to:

- Demonstrate an understanding of the digital marketing landscape.
- Demonstrate an understanding of on-page and offpage Search Engine Optimisation (SEO) tools that can improve your search ranking.
- Demonstrate an understanding of how to develop a Digital Marketing Strategy.
- Demonstrate an understanding of how to use Facebook and Twitter to market your business.
- Demonstrate an understanding of how to use Google+ and LinkedIn to grow your business through connecting and sharing.

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