

FACT SHEET

DIGITAL MARKETING *(Introduction, Intermedia and Advanced Suite)*

Introduction

The digital marketing landscape is moving faster than ever before, with many new tools and platforms being introduced every year. From how we stay in touch with people to how we get our news, social media has not only changed the online world, but the way people live and interact with each other and in business. It is therefore not surprising that marketing has undergone more changes in the past five years than in the preceding 100 years.

The Internet is at the heart of digital marketing and has transformed the economics of marketing resulting in the need for new strategies and structures. The purpose of this course is to explore how digital media has impacted on consumers and identify the key trends that will shape digital marketing strategies going forward. Students will be introduced to the key digital tools and will explore how they can be optimized in order to develop an effective and engaging online presence.

After successful completion of the Introduction Course you will be eligible to enter the Intermediate Course followed by the Advanced Course. Here you will apply the knowledge from the Introduction and Intermediate Courses and develop and implement digital marketing strategies.

Course Content and Delivery

Each course consists of a series of modules, which include an introduction video and an interactive PDF document with the course notes, assignments, and recommended and online resources. At the end of each module in the Introduction and Intermediate Course 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 each module in the Advanced Course, students are required to do the assignment and achieve a 60% pass in order to be awarded the Advanced Certificate.

Course Modules – Introduction Course

- Module 1** The importance of a Digital Presence
- Module 2** Key Digital Marketing Trends
- Module 3** An introduction to Mobile Marketing
- Module 4** The value of Social Media to your Business
- Module 5** The Big Five

Course Modules – Intermediate Course

- 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+

Course Modules – Advanced Course

- Module 1** Digital Marketing as part of your overall strategy
- Module 2** Understanding the digital consumer

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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

- Demonstrate an understanding of how to use Google+ to grow your business through connecting and sharing.
- Demonstrate an understanding of the value of Twitter as a real-time marketing tactic.

Learning Outcomes – Introduction Course

- Explain the importance of a digital presence for businesses
- Explain the role of digital marketing within the marketing mix
- Explain how digital marketing trends can assist in shaping a digital marketing strategy
- Demonstrate an understanding of how social media can grow your business
- Demonstrate a basic understanding of 5 key social media platforms including Facebook, Twitter, LinkedIn, YouTube and Google+

Learning Outcomes – Intermediate Course

- Demonstrate an understanding of the digital marketing landscape.
- Demonstrate an understanding of on-page and off-page Search Engine Optimisation (SEO) tools that can improve your search ranking.
- Demonstrate an understanding of how to use Facebook to grow your business through customer engagement.
- Demonstrate an understanding of how to use LinkedIn to showcase your business and connect with opinion leaders.

Learning Outcomes – Advanced Course

- Demonstrate an understanding of how to develop a digital marketing strategy.
- Demonstrate an understanding of the digital consumer decision journey and the online research tools that can assist the marketer to understand and predict customer behavior
- Demonstrate an understanding of a content marketing framework
- Demonstrate an understanding of the mobile market in Africa, the types of mobile marketing and mobile marketing best practices.
- Demonstrate an understanding of the tools and tactics that can be used to increase customer engagement on Facebook, Twitter, LinkedIn and 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.
- Demonstrate an understanding of how to use Google+ to grow your business through connecting and sharing.
- Demonstrate an understanding of the value of Twitter as a real-time marketing tactic.

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