



Information Sheet

Short Programme in Digital Marketing

About the Short Programme

Social media marketing is a form of online marketing that makes use of social networking websites as a marketing tool to raise brand awareness, generate sales and website traffic. This programme will assist the learner in learning essential skills to become a Digital Marketer. All Short programmes are non - credit bearing.

Who should attend this Programme?

- People who are currently working in the field of marketing and want to get a formal qualification.
- People who are in charge of managing the social media aspects of a company.

Admission Requirements

- Grade 10 and proficient in the English language.

Programme Outline

- Understand the term digital marketing
- Define different elements of digital marketing
- Identify typical goals when using digital marketing
- Understand the advantages of digital marketing
- Understand the limitations of digital marketing
- Recognise the main legal and regulatory obligations with digital marketing in your country
- Understand the main elements of a digital marketing strategy
- Recognise the need for consistent online presence in line with corporate identity and design
- Recognise types of content used to drive traffic and enhance engagement
- Understand the importance of having policies and access controls in place for staff using company digital marketing accounts
- Corel Draw X8

Duration

The programme duration is 30 hours and the tuition is face-to-face. Each Centurion Academy campus has a different tuition schedule. Programmes are offered during the week, in the evenings. Please enquire at your nearest campus.

Certification

Upon successful completion of the short programme, the student will receive a **Short Programme Certificate in Digital Marketing & Short Programme Certificate in Corel Draw** (non-credit bearing) from Centurion Academy.

Further studies

Please talk to a CA programme consultant to assist you with further studies that relate to your personal and specific needs.

