

SHORT & CERTIFICATE COURSES

WITS PLUS

DIGITAL MARKETING

Join us for our short course in *Digital Marketing* evening class offered over 14 weeks, at the University of the Witwatersrand, Johannesburg.

T +27 11 717 9503 / 9511 / 9519

E shortcourses.witsplus@wits.ac.za

W www.wits.ac.za/part-time

OBJECTIVE OF THE COURSE

This course aims to:

- Provide a holistic view of the digital marketing landscape.
- Explain the relationships between digital marketing channels.
- Teach participants how to select suitable digital marketing channels for their specific needs.
- Enable participants to integrate digital marketing into the traditional marketing mix.
- Teach participants how to measure digital marketing success (reporting).

COURSE CONTENTS

- Overview of the digital marketing landscape
- Components and advantages of digital marketing
- Digital marketing strategy
- Digital media convergence
- Different types of websites and website technologies
- User experience, UX design, conversion and calls to action
- Mobile marketing channels & digital push marketing
- Planning and executing mobile marketing campaigns
- Content marketing, types of content & creating content
- Online reputation management
- Social media strategy
- On-site and off-site search engine optimisation
- Email marketing metrics & design
- Generating email databases
- Various types of paid advertising: Search advertising | Affiliate marketing | Social media advertising | Display advertising
- Assessment and reporting tools

OUTCOMES AND COMPETENCIES

After successful completion of the course, participants should be able to:

- Review the digital marketing landscape;
- Explain how a digital marketing strategy is executed;

- Analyse sustainability of the user experience of a website;
- Plan and execute mobile marketing campaigns;
- Create a content and social media strategy;
- Formulate effective on-site and off-site optimisation strategies;
- Develop effective email marketing campaigns;
- Compare and select the most appropriate paid advertising mediums;
- Analyse and utilise digital marketing reports;
- Measure how well digital marketing objectives have been met.

WHO WILL BENEFIT?

The course will be of value to the following individuals:

- Business owners; marketing professionals who require digital marketing skills; project managers who work in the digital space.
- Experienced managers, leaders and technical staff, responsible for planning, implementing and managing digital transformation strategies.
- Anyone interested in understanding how digital technologies impact organisations and acquiring the skills to thrive in changing times (including researchers and consultants).
- Anyone who wishes to navigate from traditional methods of marketing to including digital and integrated marketing approaches.

COMMENCEMENT DATES

Semester 1: February:
Thursdays 17:30 – 19:30

Semester 2: July:
Thursdays 17:30 – 19:30

LENGTH OF THE COURSE

Lectures will take place once a week over 14 weeks. The duration of each lecture will be two hours (24 total contact hours). The 13th lecture will be revision and will be followed by a two-hour examination in the 14th.

METHOD OF ASSESSMENT

Tests, class discussion groups and a two-hour examination.

FEES & METHOD OF PAYMENT

R13 100, inclusive of class notes.

The fees for all courses are the responsibility of the individual attending the course. All fees must be paid prior to registration. Payment can be made by electronic payment or bank deposits. You will then need to bring your original proof of payment to registration day. Dates will be provided in your acceptance letter.

CANCELLATION OF THE COURSE

Wits Plus courses offered over one semester:

- Cancellation before commencement of lectures will result in an administration fee of 15% of the total course fee regardless of the reason.
- Cancellation after commencement of lectures will result in liability for the full amount of the course fees regardless of the reason.

VISITORS ACCESS

All short course participants are issued with a Visitors Access Card at a cost of ± R140. Parking disc fees also apply: arrangements need to be made with the parking office. You may park in student parking on the West campus.

WHO ARE THE LECTURERS?

This course will be taught by a subject matter expert.

Note: Wits Plus, University of the Witwatersrand, reserves the right to withdraw a course from its programme should registrations not reach viable numbers. In this event a full refund will be made. Refund requests will take a minimum of 30 working days to be processed after all documentation has been received.