



DIGITAL MARKETING

This 10-week online course in digital marketing will introduce you to the exciting world of digital (online) marketing, including content marketing, search marketing, digital push marketing, social media marketing, video marketing, and affiliate marketing.

This course aims to introduce people studying digital marketing for the first time to the dynamic and popular customer-focused field of marketing known as digital marketing. You will explore digital marketing strategies, digital development, and different digital channels.

Are you curious about current marketing trends and are considering a career in marketing? This course will provide a valuable and engaging introduction to digital marketing, what it is used for, and how it has completely changed the face of marketing.

Course code:

Not provided on website

Accreditation status:

This is a non-credit-bearing Short Learning Programme

Duration:

10 weeks

Entry requirements:

None

Topics covered:

This online short course in Digital Marketing consists of 5 modules:

- Introducing digital media and digital marketing
- Digital marketing strategy, development and digital channels
- Content, search and digital push marketing
- Social media, video and affiliate marketing
- Big data

Assessments:

There are two types of assessment in this online short course:

- Formative assessments at the end of each of the five modules
- One final summative assessment, at the end of the course, once you have worked through all five modules

Type of certificate awarded:

Successful students will receive a Certificate of Competence from **Waterfall School of Business**.

CONTACT DETAILS

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