



# **FACULTY OF COMMERCE**

SKILLS CERTIFICATE:  
MARKETING IN A DIGITAL AGE



Begin Your Digital Marketing Journey: Explore Definitions, Concepts, and Strategies. Waterfall School of Business's Digital Marketing Skills Course offers a comprehensive understanding of digital media, its terms, concepts, and its vital role in marketing communication. Discover the power of digital marketing and move your career to new heights. So enrol and embark on your journey to becoming a digital marketing expert!

**Course code:**

CER2020-01

**Accreditation status:**

- This is a non-credit-bearing Short Learning Programme.

**Duration:**

8-12 months

**Entry requirements:**

- None

**Topics covered:**

- 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:**

- Students are required to complete 2 assignments.
- There are no exams for this course.

**Type of certificate awarded:**

Upon completion of this course, students will be awarded a Waterfall School of Business Skills Certificate: **Marketing in a Digital Age** from Waterfall School of Business.



## CONTACT DETAILS

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