

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.

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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.
- Integrated marketing communication.
- Digital marketing strategy.
- Different types of websites and website technologies.
- Managing the user experience, key conversion points and calls to action.
- Introduction to mobile marketing.
- Planning and executing a mobile marketing campaign.
- Defining social media.
- Content creation, curation and marketing.
- On-line community management.
- On-line reputation management.
- On-site and off-site search engine optimisation.
- Introduction to email marketing.
- Generating and purchasing email databases.
- Discuss the various types of paid advertising: Google Adwords, affiliate marketing, social media, paid advertising, display advertising.
- Discuss the various types of digital and social media reports: Google analytics, Google webmaster tools, social media insight tools.

OUTCOMES AND COMPETENCIES

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

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

- Compare the different types of websites that exist, the purpose of each and how it relates to digital marketing;
- Plan and execute a mobile marketing campaign;
- Create a content strategy and factory;
- Identify the key metrics for Online Reputation Management (ORM);
- Formulate an effective search engine optimisation plan;
- Plan and execute an email marketing campaign;
- Compare paid advertising mediums;
- Create effective digital marketing reports.

WHO WILL BENEFIT?

The course will be of value to the following individuals:

- Business owners.
- Digital media consultants.
- Communication and Public Relations Officers or Managers.
- Online publishers and Content Managers.
- Graphic Designers and Developers.
- Project Managers who work in the digital space.
- Marketing professionals who require Digital Marketing exposure.
- Marketing or Brand Managers.

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

R9 950.

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.