

Applied Digital Marketing Certificate



Rated ★★★★★ by industry for its practical nature

This course will get you job-ready, improve your career prospects, contribute to your personal development and keep you current and relevant in your industry.



Course Information

Course Name	Applied Digital Marketing Certificate
Course Designer	IMM Graduate School
Course Category	Marketing and Advertising
Course Duration	10 months
Cost of Course	R35 000 including VAT
Course Delivery	Online blended learning with interactive content, webinars, one-on-one coaching with your lecturer and more.

Course Overview

This course is broken down into bite-size chunks – manageable modules and interactive activities that will help you assimilate and apply your knowledge in record time. This certificate was developed after researching the needs of the industry. You'll be able to study online from anywhere in the world, in your own space, at your own pace, guided by our industry experts. With our practical and business-relevant material, you'll be given hands-on and the latest digital tools to help you deal with real-world digital marketing scenarios.

This course consists of:

- Eight blocks with leading edge course themes namely
 - **Block 1** – Digital Marketing Orientation.
 - **Block 2** – Applied Digital Marketing Project (Portfolio).
 - **Block 3** - The World of Marketing.
 - **Block 4** - Marketing Mix Strategy.

- **Block 5** - A Digital Approach to Marketing Strategy.
- **Block 6** - Building Online Customer Relationships.
- **Block 7** - The Digital Marketing Toolbox.
- **Block 8** - Applying Digital Marketing Tactics.
- Study booklets, videos, recorded lectures, slides, quizzes and interactive learning interventions.
- A project that gives you a portfolio of skills to showcase to the industry.



Applied Digital Marketing Certificate

Who Should Attend?

- Those wanting to gain practical, valuable digital marketing skills and experience (portfolio based).
- Experienced marketers who have gained their qualifications in the past and need to upskill themselves in the new digital marketing landscape.
- Anybody who wishes to add a digital marketing portfolio of skills to their existing qualification.
- Entrepreneurs who want to demystify the digital marketing landscape and learn to implement their own digital marketing strategies.

Course Description

- This course is an online blended learning course with interactive content, webinars, gamification, one-on-one coaching with your lecturer and more.
- This exciting course is a 10-month online short course certificate designed to equip you with the latest digital marketing knowledge and skills.
- Application underpins the essence of this course – which when completed gives you a hands-on, skills-based portfolio. In other words, this course affords you the opportunity to build a portfolio of your own work.
- This course has been designed to specific industry requirements for minimum entry as a junior digital marketer.
- Students will complete a 10-month project with specific hand-in dates and milestones, assessments and quizzes and one-on-one lecturer reviews.
- This course affords the student the opportunity to apply for a job in digital marketing or to apply to RPL into another IMM Academic Programme.
- In addition, you will develop a good understanding of the function of marketing with specific focus on digital marketing.
- At the end of this course you will know how to:

<p>Course Description</p>	<ul style="list-style-type: none"> ○ Build and manage main social media channels (Facebook, LinkedIn, Instagram, Twitter and YouTube). ○ Do basic design and content creation for social media using online tools. ○ Apply basic writing skills for online copy and blogging. ○ Apply online research techniques including keyword research, blog topic research, social monitoring and clickstream analysis. ○ Understand how to plan and implement SEO strategies and create content for search ranking purposes. ○ Report with google analytics. ○ Do online segmentation, targeting and positioning. ○ Approach online testing strategies. ○ Build a basic website using Wix. ○ Set-up basic SEO on a Wix website. ○ Understand the elements required to build a WordPress site. ○ Navigate and utilise online tools in the Google Suite such as Gmail, Google Drive, Hangouts and Google Docs. ○ Utilise Mailchimp to create an email campaign. ○ Utilise Grammarly to typo proof your copy. ○ Utilise Hootsuite as a Social media management tool. ○ Understand the fundamentals of various elements of Google. ○ Understand the different types of PPC (pay-per-click) advertising and available ad formats. ○ Build a Gantt chart using Team Gantt. ○ Build and online survey using SurveyMonkey. ○ Create boards and manage teams on Trello. ○ Calculate metrics for measuring digital campaign performance.
<p>Professional Recognition</p>	<ul style="list-style-type: none"> • 8 x IMM Graduate School certificates: <ul style="list-style-type: none"> ○ The World of Marketing ○ Marketing Mix Strategy ○ A Digital Approach to Marketing Strategy ○ Building Online Customer Relationships ○ The Digital Marketing Toolbox ○ Applying Digital Marketing Tactics ○ Digital Marketing Project ○ Applied Digital Marketing <div style="text-align: right;">  Graduate School  </div>

- 2 x Google Certified Qualifications

- Fundamentals of Digital Marketing
- Google Analytics



- 26 Google Certified Badges

- The online opportunity
- Your first steps in online success
- Build your web presence
- Plan your online business strategy



- Get started with search
- Get discovered with search
- Make search work for you
- Be noticed with search ads
- Improve your search campaigns



- Get noticed locally
- Help people nearby find you online
- Get noticed with social media
- Deep dive into social media
- Discover the possibilities of mobile



- Make mobile work for you
- Get started with content marketing
- Connect through email
- Advertise on other websites
- Deep dive into display advertising

- Make the most of video
- Get started with analytics
- Find success with analytics
- Turn data into insights
- Build your online shop

- Sell more online
- Expand internationally

- 24 x IMM Graduate School Skills Badges to build your online portfolio and social profile

- Segmentation, Targeting and Positioning Strategy
- Setting up a Facebook business page
- Setting up an Instagram business page



	<ul style="list-style-type: none"> ○ Setting up a Twitter business page ○ Setting up a LinkedIn business page ○ Setting up a YouTube channel ○ Marketing Mix Strategy ○ Google Analytics ○ Building a WIX website ○ Basic on-site SEO ○ Google Fundamentals ○ Keyword Research ○ Team Gantt ○ Survey Monkey 101 ○ G-Suite Collaboration ○ Trello101 ○ Mailchimp 101 ○ Hootsuite 101 ○ Planning and Creating Social Content ○ Copywriting Basics ○ SEO Blogging Basics ○ Basic Design with Canva ○ Maths for Digital Marketing ○ Digital Marketing Application <ul style="list-style-type: none"> • You will be in the position to proudly showcase an online portfolio of your own work creating an opportunity to showcase your skills to the industry • A CV loaded with real, relevant and industry required skills making you job ready • All required tools and templates will be provided enabling the development of the portfolio of skills • Proof of experience when applying for your first job
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Course Content

BLOCK 1 – Digital Marketing Orientation

- Navigating your Course
- Setting up Online Accounts
- Pre-study Checklist
- Introduction to head tutors

Course Modules

BLOCK 2 – Applied Digital Marketing Project

- This block runs for the full duration of your course
- You will be required to build a portfolio of work that demonstrates practical application of the theory and tools in each Block
- There are FOUR sections to your project with one-on-one support and coaching from your lecturer
- Your portfolio hand-in at the end of the course forms part of your final assessment

The following is included in your project:

- Preparing a segmentation, targeting and positioning strategy based on a case study provided.
- Creating social media business pages for Facebook, Instagram, LinkedIn, Twitter and YouTube.
- Developing an appropriate marketing mix strategy based on a case study.
- Google Certification course in Fundamentals of Digital Marketing.
- Google Analytics Certification Course.
- Building a Wix website based on a case study.
- Setting up and distributing an online survey with Survey Monkey.
- Creating a set of emails using Mailchimp.
- A Hootsuite Certification course on the Hootsuite platform.
- Building a portfolio using G-suite tools.

BLOCK 3 – The World of Marketing

Module 1 – Basic Principles of Marketing

- Customer Satisfaction and Exchange
- Marketing Management Orientation and Philosophies
- The Importance of a Competitive Advantage
- The Marketing Function and Process

Module 2 – The Marketing Environment and Competitors

- The Micro- and Market- environment
- The Macro-environment (PESTLE)
- Types of Competitors and the Competitive Arena
- Analysing Key Competitors

<p>Course Modules</p>	<p>Module 3 – Consumer Behaviour, Research and Marketing Decision Making</p> <ul style="list-style-type: none"> • Consumer Decision Making • Internal Factors influencing Consumer Decision Making • External/socio-cultural Factors Influencing Consumer Decision Making • Research and Marketing Decision Making <p>Module 4 – Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> • Nature of Consumer Markets and Segmentation • Targeting • Positioning • The Influence of the Digital World on Segmentation, Targeting and Positioning <p>BLOCK 4 – Marketing Mix Strategy</p> <p>Module 1 – Product and Distribution Management</p> <ul style="list-style-type: none"> • Classifying Products and Product Levels • Product Strategy, Lifecycle and New Product Development • Functions of Distribution Channels, Intensity of Market Coverage and Types of Intermediaries • Structures of Distribution <p>Module 2 – Marketing Communications Strategy and Media Planning</p> <ul style="list-style-type: none"> • The Role of Marketing Communication and the Marketing Communication Mix • Integrated Marketing Communications (IMC) • Media Classification and Planning • Setting Up Social Media Channels (Facebook, Instagram, LinkedIn, YouTube, Twitter) <p>Module 3 – Pricing, People, Process and Physical Evidence</p> <ul style="list-style-type: none"> • Key Issues in Pricing Strategy • Setting the Price • Pricing Tactics • Adoption of Technology and Online Revenue Models <p>Module 4 – Marketing Process</p>
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Course Modules

- The Nature of Strategic Planning and the Marketing Planning Process
- The Marketing Plan Part 1: Mission, Situational Analysis
- The Marketing Plan Part 2: Segmentation, Target Market, Setting Objectives
- The Marketing Plan Part 3: Marketing Mix, Internal Marketing Strategy, Implementation, Evaluation and Control

BLOCK 5 – A Digital Approach to Marketing Strategy

Module 1 - Introducing Digital Marketing and Technology

- Application and Benefits of Digital Marketing
- Digital Marketing Communication
- Online Marketplace Analysis
- Online Competition, Suppliers and Channel Structures

Module 2 – The Digital Macro-environment

- Using the PESTLE Analysis Model
- Technological Forces
- Economic and Socio-cultural Forces
- Political, Environmental and Legal Forces

Module 3 – Digital Marketing Strategy Development

- Digital Marketing Strategy as a Channel Management Strategy
- How to Structure a Digital Marketing Strategy
- Strategy Formulation for Digital Marketing
- Strategy Implementation: Digital Case Study

Module 4 - Digital Media and the Marketing Mix

- Using the Internet to Vary the Marketing Mix: Part 1: (Product)
- Using the Internet to Vary the Marketing Mix: Part 2: (Price and Place)
- Using the Internet to Vary the Marketing Mix: Part 3: (Promotion)
- Using the Internet to Vary the Marketing Mix: Part 4: (People, Process, Physical Evidence, Partnerships)

BLOCK 6 – Building Online Customer Relationships

Module 1 - Relationship Marketing and the Online Customer Experience

- Using Social Media to Improve Customer Loyalty and Advocacy
- The Challenge of Customer Engagement

<p>Course Modules</p>	<ul style="list-style-type: none"> • Customer Lifecycle Management and Permission Marketing • Right Touching, Personalisation, Mass Customisation and Designing a Branded Experience <p>Module 2 - Delivering the Digital Customer Experience</p> <ul style="list-style-type: none"> • Creating Effective Digital Experiences • User-centred design • Planning and Designing Website, App and Redesign Projects • The Impact of Service Quality on e-Loyalty <p>Module 3 – Digital Campaign Planning and Marketing Communication</p> <ul style="list-style-type: none"> • Understanding Digital Media • Marketing Communications using Different Channels: Part 1: (Search Engine Marketing) • Marketing Communications using Different Channels: Part 2: (PR, Partnerships, Email and SMS) • Marketing Communications using Different Channels: Part 3: (Sponsorship, Programmatic and Display) <p>Module 4 - Evaluation and Improvement of Digital Channel Performance</p> <ul style="list-style-type: none"> • Performance Management for Digital Channels • Clickstream Data • Testing Strategy • The Digital Marketing Funnel <p>BLOCK 7 – The Digital Marketing Toolbox</p> <p>Module 1 – Marketing Application Tools</p> <ul style="list-style-type: none"> • Customer Relationship Marketing Management • The Effect of Digital Technology on Customer Behaviour • Online Consumer Decision-making and Lifecycle Segmentation • Marketing Research <p>Module 2 - Branding</p> <ul style="list-style-type: none"> • The concept of Branding and Brand Equity • Measuring Brand Equity • Developing a Brand Identity • Brand Architecture
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<p>Course Modules</p>	<p>Module 3 – Research in a Digital World</p> <ul style="list-style-type: none"> • Keyword Research • Social Listening, Customer Personas and Journey Mapping • Testing and Auditing • Online Surveys <p>Module 4 – Tools for Managing your Online Presence</p> <ul style="list-style-type: none"> • WordPress and Customer Management Systems • File Storage and Collaboration with G-Suite • Team Gant, Trello, Mailchimp and Grammarly • HubSpot CRM and Hootsuite <p>BLOCK 8 - Applying Digital Marketing Tactics</p> <p>Module 1 – Non-profit Marketing, Distribution and Selling</p> <ul style="list-style-type: none"> • Marketing for non-profit organisations • Supply Chain Management and Marketing Channels • The rise of Non-store Retailing • Selling in the Digital Age <p>Module 2 – Dynamic Ads, Programmatic Ads, Retargeting and Google Ads</p> <ul style="list-style-type: none"> • Google Ads • The Power of Dynamic Ads • Introduction to Programmatic Advertising • How Retargeting Works <p>Module 3 – Copywriting for Digital</p> <ul style="list-style-type: none"> • Copywriting Basics • Copywriting for Email, Landing Pages and Call-To-Actions (CTA's) • Copywriting for Social Media • SEO Copywriting <p>Module 4 - Content Creation and Performance</p> <ul style="list-style-type: none"> • Content Planning • Basic Design with Canva • Creating Social Content • Maths for Digital Marketers
	<p>This one-of-a-kind Applied Digital Marketing Certificate course is going to get you job ready (if you are a school leaver) and upskilled in Digital Marketing practices (if you are a marketer or business owner. It is the</p>

Career Opportunities

fastest route to take from zero knowledge of Digital Marketing to skilled and job ready). Unique to this course is your own portfolio of work that you can use to apply for that dream job in Digital Marketing. Here are just a few examples of the types of jobs you could apply for:

New to the industry:

- Digital Marketing Intern
- Digital Marketing Co-ordinator
- Digital Marketing Assistant
- Content Creator
- Digital Copywriter
- Social Media Manager
- Digital Channel Manager

Experienced Marketers:

- Digital Marketing Manager
- Digital Campaign Manager
- Digital Strategist
- Marketing Manager
- Online Brand Manager
- Content Manager
- Digital Account Manager

About the Team

Your Success Team

Wendy Monkley

Course Designer and Head Tutor for Digital Marketing, Project and Practical Blocks and Modules

Digital Marketing Expert and CEO of Digital Content Lab



For your orientation block and throughout the course for your Applied Digital Marketing Project block, you will be supported and coached by your course designer and head tutor Wendy Monkley. Wendy is an industry leader and trainer extraordinaire. She will be your 'go-to' person and one-on-one coach for your Applied Digital Marketing Project and will be the one marking your final portfolio of work. For any content- or course-related questions, you can contact Wendy on: wendym@imm.co.za

Your Success Team

Wendy in a Nutshell

Wendy is a professional communicator who's passionate about building businesses, brands and people. She is the interface between people, between companies, and between companies and consumers. She establishes processes to allow for ease-of-communication, knowledge-sharing and business optimisation, and she designs campaigns to effectively advertise brands, services and products. Backed by a Master's Degree in Business Administration (MBA), she has extensive experience and expertise across the marketing, communication and advertising spectrum, including: Digital Marketing, Brand Positioning, Customer Service Management & Communication, Public Relations, Marketing Strategy & Planning, Copywriting, Website Design & Development and Content & Social Media Management. Wendy is truly a business and brand architect, building companies and developing people one step at a time.

Karen Roos

***Course Content Developer & Head
Tutor for Academic Blocks and
Modules***


*Expert Course Developer, Specialist
Lecturer, Facilitator and Consultant in
Strategic Brand Management*



While you work through your six academic blocks, you will be supported by your head tutor Karen Roos, an industry leader and experienced online trainer. Karen will be your go-to person, will host online webinars and will facilitate online discussions with your fellow students in your group, as well as, being available for individual queries and help if you need it. She'll also be the one carefully marking your assignments. For any content or course-related questions, you can contact Karen on: karenzm@imm.co.za

Karen in a Nutshell

Karen is an authority on strategic communications and an ace at imparting her hard-won knowledge. She has over 20 years of experience in lecturing various marketing and brand communications courses for a range of tertiary institutions, as well as, extensive experience as a facilitator for "big-brand" clients such as the SABC, Discovery, Vodacom,

	<p>Woolworths, Nedbank, Media 24, BASF and Tiger Brands and ABSA. Her super skills lie in: Strategic Planning, Strategic Brand Management, Brand Architecture, Account Management, Marketing, Communications, Digital Strategy, Social Media, Content Writing, Research, Lecturing and Course Content Development. To ensure that her role as educator, facilitator and developer remains relevant to the current business environments, she runs a consultancy specialising in brand strategy and digital strategy for a host of organisations, keeping her at the coalface of the industry and its constant evolution.</p>
<p>Your Success Team</p>	<p>Christa Kavungo Course Administrator <i>Academic Liaison Expert</i></p>  <p>As your Course Administrator, Christa Kavungo is the one who connects the dots and connects people. If you have any admin-related questions or concerns, she's the one in the know who will be able to assist you. You can email her on shortcourses@imm.ac.za or call 011 628 2000.</p> <p>Christa in a Nutshell: Think of Christa as a professional liaison, bringing people and processes together. With a wealth of experience in academic sales, support and administration, she's passionate about making sure things run smoothly for a business, particularly in the field of education.</p> <p>Although she's an administration pro, her super skills go far beyond that... Christa thrives on keeping open channels of communication with students, as well as, professionals that collaborate to provide student services. She's well-versed in sales, advising, counselling, supporting and consulting and has recently completed her BPhil Honours in Marketing Management.</p>
<p>How to Register</p>	<p>We've made registering for our professional short courses as easy as can be. Simply visit the IMM Graduate School website (www.imm.ac.za) and click on the Online Short Courses button which will take you to our dedicated short course platform and register there. Click on the Register button and fill out the registration form, fast-tracking the sign-up process.</p>

	<p>To sign up for this course, just click on the Add to Basket or Buy Now button, and when you've finished selecting this course from the drop down, proceed to make your first payment online. Once you've completed your first payment, we'll send you all the information you need outlining the way forward. Your course/s will be ready for access and commencement on the published commencement date and once payment or part payment has been made, launching you into your career-boosting adventure.</p>
<p>Payment Details</p>	<p>All short courses through the IMM Graduate School are to be paid via the website using the PayFast payment facility. PayFast is an easy, secure and instant payments processing service, offering you a variety of payment options making it more affordable for you to make this worthwhile investment in your future career.</p> <p>To make sure we're all on the same page, we'd just like to highlight the fine print of the short course payment terms for you.</p> <p>Here's the nitty-gritty:</p> <ul style="list-style-type: none"> • All fees stated in the official website are inclusive of VAT. • Fees are fixed for each short course cycle, however, the IMM Graduate School reserves the right to change fees on a subsequent cycle without notice. • In order to commence the Applied Digital Marketing Certificate course, you must pay an initial fee of R3,500. This amount is payable before you can commence with the course. • You are welcome to also select to pay the course in full up-front or increase your monthly instalments in order to pay the course off earlier. • The balance of the fee (R31,500) is payable in instalments of R3,500 (the minimum instalment) per month over the first 9 months of the course. • In the event that the balance is not paid, you will not be allowed to access the balance of the modules to complete the certificate course. <p>We know that life can sometimes throw curveballs at us, so we do have a cancellation policy should you enrol and need to backpedal due to unforeseen circumstances. Here are the details of our cancellation policy – please read them carefully:</p>

Payment Details

- Students who have paid the first instalment of R10,000 by commencement date will be granted a 75% refund of monies paid if the course is cancelled prior to the commencement date.
- Students who cancel the course within the first 3 months of commencing with the course will be eligible for a 45% refund.
- Any cancellation requests after the first 3 months of course have commenced will not result in any refund of money whatsoever.

Cancellations and subsequent refunds will only be considered if it is as a direct result of:

- Death
- Temporary/Permanent disability
- Dread disease
- Force majeure

IMM Graduate School reserves the right to request information that supports the reason for cancellation.

And that's it! It was a mouthful wasn't it, but very necessary to ensure a smooth, worthwhile and enjoyable learning experience all round.