

Professional Skills Certificates

About Applied Digital Marketing Certificate

The Applied Digital Marketing Certificate course is one-of-a-kind and what sets it apart from every other Digital Marketing course is its practical nature. Every bit of theory you learn will be applied. By the end you will have a portfolio of marketable skills, 7 IMM Graduate School certificates and 27 IMM Graduate School skills badges to add to your CV. In addition you will unlock 26 Google badges and collect 11 additional industry Certificates.

This course is fast-paced and jam-packed with information on the latest digital marketing concepts, including how to develop a digital strategy and marketing plan for an organisation. You will learn how to set-up your own social media business pages on Facebook, LinkedIn, Instagram, Twitter and YouTube and will develop digital customer journeys, personas and experiences. This course includes the latest tools used by industry for keyword research, building surveys, testing and monitoring digital activities, building email campaigns, automating social media posts, managing projects and more. The highlight is learning basic copywriting and design skills as well as how to build and create your own website.

This course consists of:

We have broken this course down into eight manageable bite-size learning blocks which run over two semesters.

- 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.

Lifetime access to a free online digital marketing toolkit containing best practice articles, templates and industry relevant tools

A project that gives you a portfolio of skills to showcase to the industry

Where this course could take you:

Here are some career opportunities this short course will help you work towards:

- Digital Marketing Intern
- Digital Marketing Co-ordinator
- Digital Marketing Assistant
- Content Creator
- Digital Copywriter
- Social Media Manager
- Digital Channel Manager
- Digital Marketing Manager
- Digital Campaign Manager
- Digital Strategist
- Marketing Manager
- Online Brand Manager
- Content Manager
- Digital Account Manager



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Graduate School