

Digital Marketing

COURSE CURRICULUM

- Module 1:***
Introduction to Digital Marketing
- Module 2:***
Website design and development
- Module 3:***
Web analytics
- Module 4:***
Search Engine Optimisation (SEO)
- Module 5:***
Online copywriting
- Module 6:***
Online advertising and PPC
- Module 7:***
Social media and web PR
- Module 8:***
Email marketing
- Module 9:***
Mobile marketing
- Module 10:***
Digital marketing strategy

About our digital marketing programs

Today, the disciplines of digital marketing as well as advertising have been integrated into one highly specialised and powerful channel.

Having an understanding of how digital marketing forms a part of this new world – in addition to how it can enhance and have a huge impact a business's bottom line- is vital.

At the Digital School of Marketing (DSM), we are offering online digital marketing qualifications which are guaranteed to make you into the best digital marketer out there.

Our MICT SETA-accredited digital marketing qualifications cover a variety of sssttopics from Marketing Communications Concepts,

Brand Management as well as Digital Marketing to SEO, Web Analytics and How to Write Advertising Copy.

Each qualification is designed to enable you to grow your existing knowledge and skyrocket you in your present career.

Pick up the phone and call DSM now on 012 111 7179 to find out more information about our online digital marketing qualifications.

Take first step towards an accredited digital education!

Qualifications to Become a Digital Marketer While there is no definitive set route to becoming a digital marketer

or landing your first job in the field, most employers will want to see that you've validated your skills by successfully

completing an industry-recognized introductory digital marketing course.

NATIONAL DIPLOMA PROGRAMME

The minimum admission requirement is a National Senior Certificate with an endorsement of a bachelor's degree or a diploma, or an equivalent qualification, with an achievement level of at least 5 for English (home language or first additional language). You will also need to submit a prescribed portfolio
The Life Orientation score is divided by 2 when calculating the total APS.

English: (first or second language) 5
Additional subjects: Any five other subjects with a combined score of 24

FOR THE BACHELOR'S DEGREE PROGRAMME

The minimum admission requirement is a National Senior Certificate (NSC) with an endorsement of a bachelor's degree, as well as an APS of 30.

The Life Orientation score is divided by 2 when calculating the total APS.

APS scale of achievement Rating Marks %

<i>7</i>	<i>Outstanding achievement</i>	<i>80-100</i>
<i>6</i>	<i>Meritorious achievement</i>	<i>70-79</i>
<i>5</i>	<i>Substantial achievement</i>	<i>60-69</i>
<i>4</i>	<i>Adequate achievement</i>	<i>50-59</i>
<i>3</i>	<i>Moderate achievement</i>	<i>40-49</i>
<i>2</i>	<i>Elementary achievement</i>	<i>30-39</i>
<i>1</i>	<i>Not achieved</i>	<i>0-29</i>

APS = Admission point score