



Diploma in Management Sciences

Programme:

Diploma: Public Relations and Communication Management

Module:

Dynamics in the Workplace (DYWP201)

Due date: Friday, 17th October 2025

Declaration: By submitting this assignment, I acknowledge that:

1. This is my own work – I have not copied work from another student and/or group.
2. Plagiarism is an offence; all sources that I have consulted in the preparation of this assignment have been appropriately acknowledged and included in the list of references.

Student Surname & Initials		Student No.	
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The specialisation for which you are registered	Public Relations and Communication	Your lecturer's name	Mr. N. Mofokeng

Throughout this course, I have gained valuable knowledge and skills that have greatly improved my understanding of digital marketing and e-commerce. Some of the key concepts I learned include the basics of digital marketing, such as search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing. These skills are very important because they can be applied in many different professional situations, helping me analyze problems that I will be facing at the time, find solutions and communicate ideas clearly.

The skills I have learned align well with my current course and future career goals as I believe this course has given me a strong foundation in its principles and practices. I feel confident that what I have learned will allow me to contribute effectively to any organization I work for. Also, the knowledge gained from this course supports entrepreneurial activities, like starting a business or creating new ideas within a Company, and with me being a small businesswoman it was really eye opening as it also taught skills like knowing how to design effective Online campaigns and using social media can help entrepreneurs reach their customers, Employees within a company can also use these Abilities to promote growth and innovation. My experience with this course was mostly positive, I appreciate the flexibility it offered as I could complete my assignments at my own pace and schedule. The variety of resources such as videos, readings, and tasks kept me interested; however I faced some challenges, I had technical problems with the course platform which made it difficult at times to access materials, it was hard to stay motivated without the regular structure of a classroom. Despite all the difficulties this course has taught me the importance of discipline and time management when learning online. I have also realized the importance of asking for help when needed. Completing this self-directed course has greatly boosted my confidence in learning independently. I proved to myself that I can set and reach learning goals without constant supervision.

Because of this course I feel more prepared to continue developing my skills throughout my career as I now know how to identify areas where I can improve and find the right training to keep up with the trend, and I am excited to use what I have learned in a real-life situation and continue growing as a public relation professional.

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Oct 2, 2023

Zakithi Tembe

has successfully completed

Foundations of Digital Marketing and E-commerce

an online non-credit course authorized by Google and offered through Coursera

COURSE
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Amanda Brophy
Global Director of Google Course Certificates

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Coursera has confirmed the identity of this individual and
their participation in the course.