

# Certified Digital Marketing Accreditation Course (International)

Five-day practical international digital marketing accreditation course.

By taking this course, you will learn how to use the internet as an effective marketing channel. Students who complete this course will be eligible to take the Digital Marketing Institute's internationally recognised certified digital marketing professional accreditation.

## About the course (30 hours - 10 modules):

- Introduction to digital marketing
- Digital marketing strategy and planning
- Email marketing
- Display advertising
- Search engine optimisation
- Paid search marketing
- Social media I
- Social media II
- Mobile marketing
- Analytics

## Who should attend

-Marketing managers, digital managers, online marketers, digital media consultants, internet marketing consultants, search engine marketers, social media coordinators, website owners, e-commerce managers, webmasters, communications managers, content managers, copywriters, online publishers.

## Accreditation

-Students who complete this course will be eligible to take the Digital Marketing Institute's international professional digital marketer assessment.

The Digital Marketing Institute is the global certification body for digital marketing education. Our syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the digital economy, and our practical, industry-driven qualifications are recognised as the international standard in digital marketing certification.

**Important notice:** This course is not SETA accredited and is not registered with the Department of Higher Education in South Africa as a tertiary qualification, however the accreditation is approved and credit rated by the Scottish Qualifications Authority at level eight on the Scottish Credit and Qualifications Framework (SCQF), and is comparable to level five on the European Qualifications Framework.

**Date:** 03 April 2017 to 07 April 2017

**Time:** 08:00 - 17:00

**Venue:** Broadacres Business Centre, Johannesburg

**Cost:** R14,000 excl. VAT

**Date:** 22 May 2017 to 26 May 2017

**Time:** 08:00 - 17:00

**Venue:** BlueMagnet Training Academy, Broadacres, Johannesburg

**Cost:** R14,000 excl. VAT - early bird save 10%

**More info:**

Book and pay 30 days prior to course date and save 10%.

For more, visit: <https://www.bizcommunity.com>