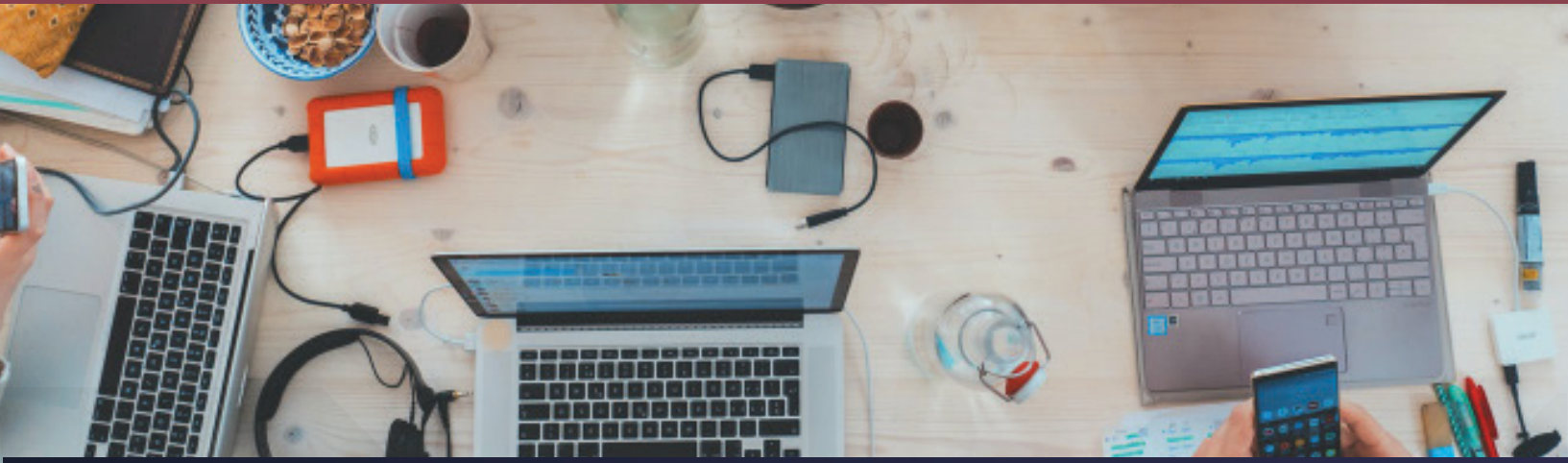


## SHORT PROGRAMME CERTIFICATE IN DIGITAL MARKETING



### What you will cover:

**Duration: 30 hours**

Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. If you are a business owner or just wanting to understand more of the world of online marketing – register now!

**Who is this course for?** The Short Programme Certificate in Digital Marketing is ideal for anyone involved in strategy, planning, marketing and advertising who wants to implement strategies to increase brand awareness and showcase products and services online. The programme is suitable for professionals of all levels and disciplines, and will prepare you to take up a more specialist role within the overall digital marketing realm.

**What can you expect?** Through face to face lectures, interactive PDF's, local case studies and small group discussions, you will be exposed to the latest digital methods, techniques and tools for improving your organisation's digital marketing and online brand-building efforts.

**What will you learn?** Through our interactive course material you will learn how to leverage these strategies to gain a digital competitive advantage for both your business and your career; increasing return on investment and reaching key targeted customers!

## Pricing

Application fee	Cash Price	Total Terms Price	Deposit	Instalment
R1,000	R10,227	R10,689	R5,345	50% balance must be paid within 4 weeks from course start date

The R1000 application fee must be paid as soon as possible to secure your place on the course. The cash price or deposit must be paid before class starts. Refer to the schedule on the website for starting dates.

Oakfields College offers day, evening and Saturday classes for short courses. A minimum of four students is required to run a course. Course dates and times are subject to change without prior notice.