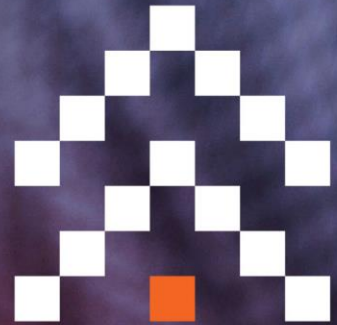


Continuing Education and Short Learning Programmes

DIGITAL MARKETING PRACTICE



DEPARTMENT OF
MARKETING MANAGEMENT



The Future
Reimagined



DIGITAL MARKETING PRACTICE

Key contact information

Programme Coordinator

Dr B.E. Stiehler-Mulder

bstiehler@uj.ac.za

011 559 4054

Programme Assistant

Wangari Mwaniki

wmwaniki@uj.ac.za

011 559 3200

HoD

Dr M Wait

011 559 1414





DIGITAL MARKETING PRACTICE

1. GENERAL

Thank you for your interest in the Digital Marketing in Practice certificate offered by the Department of Marketing Management at the University of Johannesburg. This document will provide a detailed overview of the certificate.

2. ABOUT THIS CERTIFICATE

The purpose of this certificate is to introduce students to the theory and practice of digital marketing tools, techniques and processes. Students will gain knowledge about digital marketing fundamentals, digital platforms, channels and the digital mix elements available to the digital marketer, but most importantly, students are exposed to the practical application of the theory learned.

Application closing date	Open from October 2020 for 2021 intake & Application closing date is 29 January 2021 (block 1), 26 February (block 2), 30 July (block 3)
Duration of study	6 weeks (<i>4 weeks of online classes to review in your own time and 4 practical day classes</i>) with 1 test day (end of week 5) and 1 project date hand-in (end of week 6)
Campus the qualification is based on	UJ, Kingsway Campus (APK)
Contact details	Dr B.E. Stiehler-Mulder 011 559 4054 bstiehler@uj.ac.za

What are the costs for the Digital Marketing in Practice certificate?


R16 230.00.

What do the costs include?



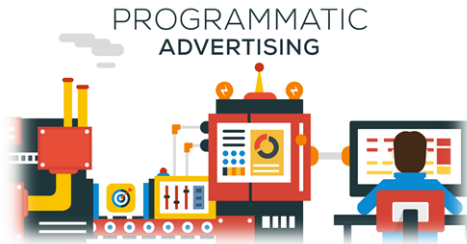
- Registration fee
- UJ Student card
- E-book with all the course content
- Online lecture slides and classes
- Four practical contact session days
- Latest up to date Digital Marketing content developed by industry leaders and specialist academics in the field of Digital Marketing
- Lectures presented by some of the best in the digital industry
- Convenient classes offered on a Saturday (no need to put in leave)

3. COMPOSITION OF THE PROGRAMME

The programme is offered over 6 weeks. Students are expected to complete the online material for each week and to attend the practical class where the content learned will be practiced under the



guidance of a lecturer. The course content is therefore covered over a four week period. At the end of the fifth week, students will write a 70 marks online test. By the end of the 6th week, students will be expected to hand in a practical assignment (70 marks). Students' final mark for the certificate is calculated as: $(\text{ONLINE TEST \%} + \text{PRACTICAL ASSIGNMENT \%}) / 2 \times 100$ to obtain the final mark for the certificate.

DIGITAL MARKETING IN PRACTICE CONTENT	
WEEK 1	WEEK 2
<p>Introduction to the different digital marketing elements, online user experience and Search Engine Marketing (learn more about Google algorithms, websites, SEO and Google Ads)</p> 	<p>Learn more about developing a digital marketing plan and everything to do with social media</p> 
WEEK 3	WEEK 4
<p>Learn more about everything to do with Mobile Marketing – Mobile Channels and the importance of location</p> 	<p>Learn more about the different forms of online marketing with a focus on programmatic</p> 
WEEK 5	WEEK 6
<p>Write your 70 marks Multiple Choice quiz – study your book and slides really well!</p>	<p>Hand in you practical assignment for marking – submit through online submission.</p>

4. Meet your SPECIALIST LECTURERS

Greg Schneider

Greg Schneider was employee number one at BrandsEye, the Social Media sentiment analysis company. More recently he was Group Head of Marketing at Quirk, at the time Africa's largest digital marketing agency. He now consults to local and international startups on digital marketing best practice.



Jessica McEndoo

Jessica McEndoo, the Managing Director aka Chief Magic Maker of Social Path, is a digital strategist with heart. With a B. Com Finance background, over a decade of experience in digital and her love for marketing strategies, her passion lies in empowering individuals & brands to successfully execute P2P digital communications. She strongly believes that a focus on personalized marketing, human-2-human interaction and well-executed digital strategies, with measurable KPI's, are key to every marketers' success.



Carmen Murray

Carmen Murray is the CEO of Boo-Yah! Modern Marketing Services and has become a household name among business professionals and flying through the ranks as she applies robust approaches to help businesses get Future Fit™ with Public Speaking Engagements, Training and Consulting. She is a force to

be reckoned with and a highly acclaimed expert in Technology, Innovation, Mobile, Customer Experiences and Marketing. She was recognized as one of the Top Women in Tech in Africa by Meltwater and received the coveted IAB Black Pixel for her best contribution to Digital in 2019. Carmen Murray is the exclusive facilitator for the Best of Digital Marketing Case Studies in Africa and also have exclusive rights to facilitate The Connected Marketer™ Training courses which includes CX, AI, Mobile in Africa.



Bradley Hall

Since 2013, Brad has been employed at top media and digital agencies in Johannesburg, working across several different clients and their brands. He is currently the Head of Digital for PHD: Johannesburg and a Digital Strategist on some major international clients such as Volkswagen and Audi.

Having worked across a wide range of industries, has given him great insight into the digital ecosystem, and how best to deliver strategies and campaigns that meet not only business, but marketing objectives.



5. ENTRANCE REQUIREMENTS

Applicants will only be considered if they meet the below entrance requirements:

- A valid matric certificate with university endorsement

6. APPLICATION PROCESS

Applications are open three times a year. Please visit the website by clicking [here](#) to view the latest closing dates for applications. Please keep an eye out on the website – the courses will only

be run when a minimum number of candidates have been enrolled. If the minimum was not reached, you will be informed and the course offering will move over to the next proposed dates.

NEW STUDENTS (haven't studied at UJ before)

- 1) Kindly download the application forms [from the website](#), complete these and then include certified copies of your ID, matric certificate and highest qualification and email these to wmwaniki@uj.ac.za
- 2) Make the payment (only once you have received a student number as the student number is used as reference when making payment)
- 3) Should you wish to make payments in installments, please email wmwaniki@uj.ac.za to obtain a debit order authorization form.
- 4) Email your proof of registration to wmwaniki@uj.ac.za
- 5) You will be registered once all has been finalized

RETURNING STUDENTS (studied at UJ previously)

Returning student application link - https://registration.uj.ac.za/pls/prodi41/w99pkg.mi_login

Returning students need to add the new application, send their proof of payment to wmwaniki@uj.ac.za and Wangari will give you a heads up to register once clearance is finalized.

7. CLASS DATES

All classes will take place from 09:00 – 16:00 on the specified Saturdays below:

February course offering		
Application closing date	Class dates	Test and assignment due date
29 January 2021 BLOCK 1	Saturday 6, 13, 20, 27 February 2020	Test: Saturday 6 March 2021 (online) Assignment: 14 March 09:00 (online submission) Final marks released: 28 March 2020
March & April course offering		
26 February 2021 BLOCK 2	Saturday 6,13, 27 March AND 10 April 2020	Test: Saturday 17 April 2021 (online) Assignment: 24 April 2021 (online submission) Final marks released: 10 May 2020
August & September course offering		
30 July 2021* BLOCK 3	14 (online week 1& 2 content), 21 (online week 3 & 4 content), 28 August (practical at UJ) AND 4 September (practical at UJ) 2021	Test: Saturday 11 September 2020 (online) Assignment: 18 September 09:00 (online submission) Final marks released: 4 October 2021

*class format has been adjusted for Covid-purposes



Ready to apply?

Simply follow the steps under point 6 above and contact Dr Beate Stiehler-Mulder at bstiehler@uj.ac.za if you have any questions.

8. CONTACT

Please contact the Digital Marketing in Practice Co-ordinator:

Dr Beate Stiehler-Mulder

PhD Industrial Economics & Management (KTH, Stockholm, Sweden)

Certified Digital Marketing Professional

Email address: bstiehler@uj.ac.za

Office: 011 559 4054 or Assistant Wangari Mwaniki: 011 559 3200 / wmwaniki@uj.ac.za

