



UNIVERSITY
OF
JOHANNESBURG

SCHOOL OF CONSUMER
INTELLIGENCE AND
INFORMATION SYSTEMS



SHORT LEARNING PROGRAMME (SLP)

Digital Advertising

The Future
Reimagined

DIGITAL ADVERTISING

PREAMBLE

The School of Consumer Intelligence and Information Systems at the University of Johannesburg, is pleased to offer a short learning programme in 'Digital Advertising' to industry. The rise of digital technologies including developments in mobile applications, social media, podcasts, and online videos has created unprecedented opportunities that can be exploited by marketers and entrepreneurs to create and implement effective digital advertising campaigns.

PURPOSE

The purpose of this short learning programme is to equip students with the skills and competencies required to effectively apply the principles of digital advertising in an organisation. The programme introduces students to the tools, techniques and media used for digital advertising and provides them with the skills required to develop solutions to address marketing and public relations challenges in the era of Fourth Industrial Revolution (4IR).

Upon completion of this short learning programme, participants will be able to set up digital advertising campaigns on different platforms to address specific marketing or public relations goals; understand the different types of targeting possible on different digital advertising channels as well as monitor and evaluate the success of digital marketing campaigns.

ENTRY REQUIREMENTS

This short learning programme is at a South African National Qualification Framework (NQF) level 7. Applicants require at least an NQF level 6 qualification or a National Senior Certificate with 3 years work experience.

TIMELINES

This programme is offered online over 3.5 months (14 weeks period). Students will be required to undertake independent readings and complete online activities and assessments. Live facilitated online sessions may also be scheduled to assist students to grasp the practical learning content.

HOW TO APPLY

All applications are done online. [Click here](#) to apply or visit the UJ homepage www.uj.ac.za and click on the **Study@UJ** to apply for this programme.

The closing dates for application for **January – May** intake is **28 November** while for **July – November** intake is **28 June**.

REGISTRATION

For assistance with application and registration, please contact:

Ms Fareea Dangor: fdangor@uj.ac.za or

Ms Nontokozi Mokoena: nmokoena@uj.ac.za

PROGRAMME OVERVIEW

This programme is offered through technology-assisted learning, including use of the online learning platform - the BlackBoard. The following topics will be covered:

- Overview of digital advertising in the context of 4IR
- Creating a digital advertising strategy in the 4IR
 - Display Network Advertising
 - Search Advertising
 - Mobile advertising
 - Video advertising
 - Social media advertising
 - Cross channel advertising
- Pricing and bid management in digital advertising
- Monitoring and evaluating the return on investment of digital advertisements.

ASSESSMENT

Assessments in this programme comprise of online assignments, practical work including a group project. Upon successful completion of the programme, participants will be issued a certificate of competence by the University of Johannesburg.

ENQUIRIES

For further information and queries relating to programme content, you may contact:

Prof Daniel Maduku

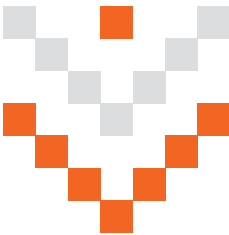
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