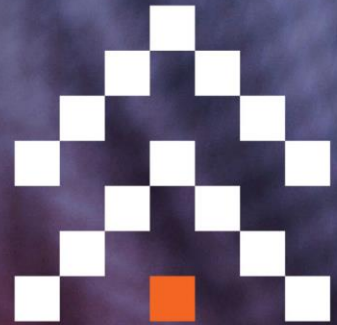


Continuing Education and Short Learning Programmes

DIGITAL MARKETING PRACTICE



DEPARTMENT OF
MARKETING MANAGEMENT



The Future
Reimagined



DIGITAL MARKETING PRACTICE

Key contact information

Programme Coordinator

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wmwaniki@uj.ac.za

011 559 3200

HoD

Dr M Wait

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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 November 2021 for February 2022 intake. Application closing dates are 28 January 2022 (block 1) and 28 July 2022 (block 2)
Duration of study	6 weeks (<i>2 days of full online classes and additional content to review in your own time and 2 full practical day classes at UJ</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?

R17 853.00.


What do the costs include?

- Registration fee
- UJ Student card
- E-book with all the course content
- Online lecture slides with voice overs
- Two full days of online classes
- Two full days of practical classes (morning snacks and lunch INCLUDED on practical 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 your practical assignment for marking – submit through online submission.</p>

4. Meet your SPECIALIST LECTURERS

Charlotte Wilhelm

Charlotte majored in Psychology and Communication and is the Head of Digital at Social Path. She has an international accredited (CPD certified) foundation diploma in Social Media and Online Reputation Management, which she passed with merit. With 7 years of experience in SEO and UX, her journey began with an International accreditation with the Digital Marketing Institute. Charlotte has a well-rounded knowledge of all disciplines within digital. Her passion has always been the person behind the screen, and now more than ever, she believes this is key to creating web pages that meet the ever-changing digital landscape.



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 two 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 email wmwaniki@uj.ac.za and Wangari will give you guidance on how to enroll.

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
28 January 2022 BLOCK 1	Saturday 4, 11, 18 & 25 February 2022	Test: Saturday 4 March 2022 (online) Assignment: 11 March 09:00 (online submission) Final marks released: 27 March 2022
August and September course offering		
29 July 2022 BLOCK 2	Saturday 6,13, 20 AND 27 August 2022	Test: Saturday 3 September 2022 (online) Assignment: 10 September 2022 (online submission) Final marks released: 26 September 2022

**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

