

## Overview

Being a **Digital Marketing** guru requires **more than just learning internet and social media marketing platforms**. It requires in-depth knowledge of how **web design is done**, a keen eye for high quality **image design** and writing copy that inspires action.

This program was designed to consist of three parts, starting with both **Graphic/Print Media Design, Web & UX Design**, ending with our flagship **Online/Digital and Social Media Marketing** certificate.

### GRAPHIC

#### Part1: Graphic, Print Media Design

##### Part 1: Graphic/Print Media Design

Through all modules, we apply function and purpose to design and strategic thinking. You will learn how to design print and web assets with a clear business and marketing objective in mind. We will guide you through the process of print design with conceptual value, web design with a user-centric approach and digital marketing with a customer-first approach.

- Creative, Critical & Design Thinking
- Design Principles
- Print Media Design
- Applications: Illustrator, InDesign, Photoshop



### WEBUX

#### Part2: Web & UX Design

##### Part 2: Web & UX Design

In this module students take a web site design from Photoshop and semantically code it with best standard practices to ensure a visually pleasing, user-friendly responsive website is built for a specific target audience, underpinned by marketing (SEO) & business objectives.

- Interface design in Photoshop, Wireframing and Prototypes
- Coding (HTML5 & CSS) and Implementation
- UI and UX Principles



### DMSM

#### Part3: Digital & Social Media Marketing

##### Part 3: Digital & Social Media Marketing

Online/Digital and Social Media Marketing are an art combining consumer insight and in-depth knowledge into the internet of things. This certificate program will teach you how to market effectively in the digital space by applying the best of online marketing technologies such as SEO, PPC and leading social media platforms.

- Digital Marketing in Context, Strategy, and Research
- Channels (Search, Online, Video, Email, Social Media, Mobile Marketing)
- Search Engine Optimization (SEO)
- Social Media Strategy
- Copywriting for optimized online marketing
- Pay Per Click (PPC) and Google Ads
- Google Analytics and Digital Testing and Optimisation



## Duration

### Full Time

- 10 months (5 Sessions/Week, 3:00 hours each, class times are between 08:30 – 12:00 or 12:30 – 16:00)
- All hours are achieved via your study duration at the institute and project-based assignments.

### Online

- **Online** = 10 Months (Online live Q&A classes, once/week, 17:00 - 18:00)
- Hours are obtained through a combination of live virtual Q&A sessions, pre-recorded video lectures and project-based tasks.

## Mode of Delivery

- Full Time
- Online

## What you get

Upon successful completion you will receive your:

- Digital Marketing, Social Media and Design certificate
- Web Design certificate
- Digital Marketing certificate

## Articulation Options

The following programmes are highly complementary, and students can articulate with direct access into the following:

- **Higher Certificate:** Entrepreneurship, Business Management with Future Technology and/or Digital Marketing Specialisation
- Professional Executive and Personal Assistant Certification

## Features & Benefits

1. Creative and design tools for graphic editing, illustration and presentation is based on industry benchmark software **Adobe Creative Suite**.



2. Apply a myriad of styling & layout techniques with CSS are taught, how to create a complex layout with code, typographical styling, layering with CSS, transparency, special effects, using complex images such as SVGs and using assets from Photoshop to build visually pleasing designs.



3. Get access to the full software suites of **Adobe (for 1 year)** with no limitations and restriction to any functionality, all included in the price.



- Students will be able to understand, collect, track and analyse data to create optimised content and create conversions using the Google tools.



- Through our **myWay learning** methodology, a unique and modern approach to blended learning we deliver our programmes via flexible study method options including class-based sessions and blended learning for online student.
- For online students, we ensure that you are **supported by technology and people** throughout your academic journey. We focus on a blended learning approach, combining online Virtual Classrooms, at home exercises, activities and project-based assignments bundled with fully developed video lectures, all managed by our student learning platform.
- Get a free **Office 365 Education A1 license**, valid for the duration of your studies.



- Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit [www.recruitgraduates.co.za](http://www.recruitgraduates.co.za) for more.



## Curriculum

### Digital and Social Media Marketing 1:

In the new era of digital marketing, marketers, business owners and PR professionals need to utilise all the tools at their disposal to find and engage their audience. This starts by using the digital marketing tools available and combining those with your social media marketing. This module will cover all your Digital and Social Media Marketing basics.

- General and Digital Marketing Fundamentals
- Google Ads (Adwords) Essentials (PPC)



- Social Media Marketing Essentials (Facebook, Instagram, LinkedIn)



- Email Marketing Essentials with Mailchimp



### Design certificate:

- Creative & Critical Thinking
- Business Communication
- Design Elements & Principles
- Design History & Theory
- Design Process
- Design Application A:** Adobe Photoshop, Adobe InDesign, Adobe Premiere Pro



### Internship / Work Integrated Learning (1 week)

- Creating a Curriculum Vitae
- Maintaining your Social Media Profile
- Seeking Employment
- Registering on the AIE Recruitment Portal
- Interview Preparation

### Digital and Social Media Marketing 2:

Digital Marketing is the future of marketing and combining it with Social Media Marketing will ensure you connect with your audiences on a personal level. The second module will take you through the processes of defining your audiences, setting up your campaigns, online promotions and measuring your results.

- Google Ads: Display, Measurement, Video, Online Shopping Ads
- Google Analytics



- Advanced Social Media Marketing
- Advanced Google Analytics
- The Marketing Challenge



### Web Design and Wordpress:

- Web Design Essentials
- WordPress Essentials
- Interface design in Photoshop, Wireframing and Prototypes
- Coding (HTML5 & CSS, Intro to JQuery) and Implementation
- UI and UX Principles



Interface design in Photoshop, Wireframing and Prototypes



Coding (HTML5 & CSS, Intro to JQuery) and Implementation



UI and UX Principles

### Project Management (CAPM PMI):

- The project, Structures in the Project
- Environment, Processes and Activities
- Collaboration, Building Relations, Strategies



## Career Options

- Digital Marketing Specialist
- Social Media Manager
- Graphic and Web Designer

## Study Kit

Your study kit is included in your fees and will contain:



- Free WiFi (On Campus only).
- Adobe student license** valid for 1 year.
- Electronic Study Guides
- Orientation kit including: Student Card, Welcome Letter, Getting Started Guide.
- Access to myAIE student portal, myAIE Communicator App and student support team via phone, email and tickets.
- USB 64GB with all required software applications.

For more information, please contact a student advisor:

Gauteng: 011 262 5115 | Cape Town: 021 202 7890  
[info@conceptinteractive.co.za](mailto:info@conceptinteractive.co.za)