



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

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.



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



5. 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.

6. 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.

7. Get a free **Office 365 Education A1 license**, valid for the duration of your studies.



8. Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit www.recruitgraduates.co.za for more.



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 credits are achieved via your study duration at the academy, studio time and project based assignments.

Online & Part-Time

- **Part-Time** = Part Time = 10 months (2 x evening classes, 18:00 to 21:00, Mon & Wed OR Tues & Thur)
- **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.

**Sessions will be grouped to lower cost of traveling, however, in some cases classes may not follow this convention and schedules are subject to change*

Admission Requirements

- Any NQF Level 3 qualification
- Intermediate English competencies
- Basic Computer Literacy

Articulation Options

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

- Business Management, Entrepreneurship and New Technologies Certification
- Generic Business Management Certification
- Events Management, Digital Marketing, Travel and Tourism Certification
- Professional Executive and Personal Assistant Certification

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



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




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



Web Design and Wordpress:

- Web Design Essentials
 - Wordpress Essentials
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- 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



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

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:



myAIE Student Portal

- **Free WiFi** (Unlimited, On Campus only).
- Stationary including
- AIE Notepad
- AIE Pen
- AIE Ruler
- AIE Pencil Case (15cm)
- Electronic Study Guides
- **Orientation kit including:** Student Card, Welcome Letter, Getting Started Guide.
- Access to my Academy student portal and student support team via phone, email and tickets.
- HUION H420 Tablet Drawing Board.

Mode of Delivery

- Full Time
- Part Time
- Online

What you get

This certification is designed to provide the student with multiple certificates, locally recognised by industry for maximum employability

On completion the student will earn:

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

* Please note that external modules may change in wording and institution based on availability and relevance of the module.