



SHORT LEARNING PROGRAMME

Presented by Tshwane University
of Technology |TUT|

DIGITAL MARKETING

BRIEF DESCRIPTION:

This Digital Marketing short learning programme is offered and certified by Tshwane University of Technology (TUT). The programme is designed to kick-start or broaden your digital marketing knowledge using the latest in online learning techniques. It will provide you with the practical knowledge and skills necessary for developing and implementing digital strategies, measuring and validating growth opportunities for your brand and business across digital platforms for the most effective outcomes.

LEARNING OUTCOMES:

At the end of this course, participants will have gained practical knowledge on how to:

1. Use data to solve real-world problems, validate and assess growth and marketing opportunities for their brands/businesses
2. Develop and implement core digital content strategies to acquire and retain customers profitably
3. Analyse, assess and measure the effectiveness of content marketing campaigns, actions and activities across channels
4. Develop and implement social media, email and search engine marketing to build meaning connections with target audiences
5. Generate user-centric, engaging and persuasive marketing content to help achieve your business goals
6. Use content to influence audience perceptions about your brand and build meaning connections with them
7. Leverage keywords and search engine marketing to increase customer conversion

TOPICS TO BE COVERED

- The Anatomy of High Performing Email Marketing
- Digital Marketing Analytics and Insights
- Understanding Digital Landscapes and The Modern Consumer
- Developing Digital Brand and Marketing Strategy

- Optimising Social Media Marketing
- Designing High Performing Websites
- Mobile Marketing, Optimisation and Analytics
- Content Strategy and Marketing for The New Age
- Search Engine Marketing and Optimisation

WHO SHOULD ATTEND:

Participants seeking to pursue a career in digital marketing or with the responsibility of developing and implementing an online brand and marketing strategy in their current or future roles. This includes Brand Managers, Social Media Specialists, Marketing Professionals, Marketing Executives, IT Professions, small business owners and entrepreneurs.

ENTRY REQUIREMENTS:

It is assumed that the participants registering for this programme have at least a Matric (Grade 12) or an equivalent qualification, with relevant private and public sector experience, basic knowledge of consumer behaviour, sales, marketing skills and basic computer literacy.



COST:

R7 500.00

DATE:

22 July – 23 Sept 2025

DELIVERY MODE:

Virtual

REGISTRATION AND ENQUIRIES:

+27 12 382 4087

EnquiriesCE@tut.ac.za

