

Applied Digital Marketing Certificate

Overview of Programme

This one-of-a-kind Applied Digital Marketing Certificate course is going to get you job ready (if you are a school leaver) and upskilled in Digital Marketing practices (if you are a marketer or business owner). It is the fastest route to take from zero knowledge of Digital Marketing to skilled and job ready). Unique to this course is your own portfolio of work that you can use to apply for that dream job in Digital Marketing.

This course is broken down into bite-size chunks – manageable modules and interactive activities that will help you assimilate and apply your knowledge in record time. This certificate was developed after researching the needs of the industry. You'll be able to study online from anywhere in the world, in your own space, at your own pace, guided by our industry experts. With our practical and business-relevant material, you'll be given hands-on and the latest digital tools to help you deal with real-world digital marketing scenarios.

This course consists of:

Eight blocks with leading edge course themes namely

- Block 1 – Digital Marketing Orientation
- Block 2 – Applied Digital Marketing Project (Portfolio)
- Block 3 – The World of Marketing
- Block 4 – Marketing Mix Strategy
- Block 5 – A Digital Approach to Marketing Strategy
- Block 6 – Building Online Customer Relationships
- Block 7 – The Digital Marketing Toolbox
- Block 8 – Applying Digital Marketing Tactics

Study booklets, videos, recorded lectures, slides, quizzes and interactive learning interventions.

Lifetime access to a free online digital marketing toolkit containing best practice articles, templates and industry relevant tools

A project that gives you a portfolio of skills to showcase to the industry

Mode of delivery

The IMM Graduate School offers its qualifications primarily in an online format, augmented by a variety of additional content. The core material is available in a compelling digital presentation, complete with pacers, self-assessment opportunities, links to further material, articles of interest, and more. This digital portal also serves as the primary point of contact and communication on academic and administrative matters with a dedicated team to respond to student queries.

The content delivery is supported by regular eTutorials recorded and posted on the portal. eDiscussions facilitate further student to lecturer interaction.



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What you will learn

This course is an online blended learning course with interactive content, webinars, gamification, one-on-one coaching with your lecturer and more.

This exciting course is a 10-month non-accredited certificate designed to equip you with the latest digital marketing knowledge and skills.

Application underpins the essence of this course – which when completed gives you a hands-on, skills-based portfolio. In other words, this course affords you the opportunity to build a portfolio of your own work.

This course has been designed to specific industry requirements for minimum entry as a junior digital marketer.

Students will complete a 12-month project with specific hand-in dates and milestones, assessments and quizzes and one-on-one lecturer reviews.

This course affords the student the opportunity to apply for a job in digital marketing or to apply to RPL into another IMM Academic Programme.

In addition, you will develop a good understanding of the function of marketing with specific focus on digital marketing.

Learning outcomes

- build and manage main social media channels (Facebook, LinkedIn, Instagram, Twitter and YouTube)
- do basic design and content creation for social media using online tools
- apply basic writing skills for online copy and blogging
- apply online research techniques including keyword research, blog topic research, social monitoring and clickstream analysis

- understand how to plan and implement SEO strategies and create content for search ranking purposes
- report with google analytics and social media insights tools
- do online segmentation and targeting
- approach online testing strategies
- build a basic website using Wix
- navigate the backend of a WordPress site and utilise online tools in the Google Suite such as Gmail, Google
- Drive and Google Docs
- utilise Mailchimp to create an email campaign
- utilise Grammarly to typo proof your copy
- utilise HubSpot as an online CRM tool
- utilise Hootsuite as a Social media management tool
- understand the in's and out's of PPC (pay-per-click) advertising and how to use tools like Google Ads and Wordstream

Where this course could take you:

Here are some career opportunities this short course will help you work towards:

- Digital Marketing Intern
- Digital Marketing Co-ordinator
- Digital Marketing Assistant
- Content Creator
- Digital Copywriter
- Social Media Manager
- Digital Channel Manager
- Digital Marketing Manager
- Digital Campaign Manager
- Digital Strategist
- Marketing Manager
- Online Brand Manager
- Content Manager
- Digital Account Manager