

## 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.

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

### Online & Part Time

- **Online** = 10 Months (Online live Q&A classes, once/week, 17:00 – 18:00)
- **Part Time** = 10 months (2 x evening classes, 18:00 to 21:00, Mon & Wed OR Tues & Thur)
- 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
- Part Time
- Online

## 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

## What you get

This certification is designed to provide the student with multiple certificates, both locally and internationally 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.

## 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](http://www.recruitgraduates.co.za) for more.



**Social Media Is A Bullet Train Which Will Not Slow Down Any Time Soon.  
Every Business Is Now Getting Involved With Social Media.**

**2 Billion People Are Currently Active On Social Media And By 2021 It Is Expected To Be 2.87 Billion People And 64% Of People Use Social Media For Purchasing Decision.**

**However, 85% Of Marketers Participating In Social Media Still Aren't Really Sure What Strategies And Tools Are The Best To Use.**

- Dr. Chris Dayagdag



## Curriculum

### Business and Administration certificate:

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

### Digital Marketing certificate:

- Digital Marketing in Context, Strategy, and Research
- CRM and SEO
- Channels (Search, Online, Video, Email, Social Media, Mobile Marketing)
- Social Media Strategy, UX, Web Development and
- Design, Writing for Digital
- Testing (Analytics) and Optimisation

### Web Design certificate:

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

## 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, and Getting Started Guide.
- Access to myAIE student portal, myAIECommunicator App and student support team via phone, email and tickets.
- USB 64GB with all required software applications.

\*Please note that the Adobe Licenses provided are for Windows OS only and does not extend to Mac.

## Course Regulatory Information

**Academic Institute of Excellence** is provisionally registered with the Department of Higher Education and Training as a Private College in terms of Section 31(3) of the Continuing Education and Training Act, 2006 (Act No. 16 of 2006) and Regulation 12(4)(b) of the Regulations for the Registration of Private Further Education and Training Colleges, 2007.