



Event Management Travel, Tourism and Digital Marketing Certification

Overview

Join the fast-paced **event management, travel** and **hospitality** industry. To succeed, it takes someone with an ability to be a problem solver, be people-oriented and be an effective communicator. This program was designed to consist of three main skill sets, starting with **Event Management Certificate**, **Travel and Tourism Certificate**, ending with **Digital Marketing certificate**. The most in-demand skills for these industries were mapped directly with the outcomes making this a hands-on practical program and ensuring employability.

Event Management: Event management is the application of project management (PM) to the creation and development of large-scale events such as festivals, conferences, ceremonies, parties, concerts, sports events or conventions. In this section, students will learn how to plan, create and manage an event. They will be exposed to the management function, communication, strong project management skills, accounting skills and how to bring all the different aspects of an event together. Students will be exposed to the similarities and differences between catering events, exhibitions, fairs, trade shows, sports events, music festivals and product launches.

Digital Marketing: Students will learn how to conduct marketing research and develop digital communication strategies with focused business tactics and objectives. Students will learn the benefits of digital marketing, develop content strategies for a variety of digital marketing channels, understand social media channels, digital PR (public relations) and Email marketing. Finally, students investigate and understand web design, user-centered design and the relationship with digital marketing as well as the importance of SEO (search engine optimization).

Travel & Tourism: This is an introduction to the basic principles of tourism and critical skills needed to effectively create a travel itinerary. While travellers themselves will have an idea what they want, it is still down to the organiser to identify the best flights, hotel rooms and ground transport arrangements. This starts with the basic travel arranger's check-list and converting these into a sound travel solution that matches the traveller's needs. Students learn about useful online tools to be able to create and manage a travel schedule. Travel and entertainment are amongst the most expensive purchases for a company and it is essential that this budget is spent wisely. In addition, students will learn about the tourism industry, tourism geography and eco-tourism—both in South Africa and internationally.

Part 1 Event Management Certificate

In this section, students will learn how to plan, create and manage an event. They will be exposed to the management function, communication, strong project management skills, accounting skills and how to bring all the different aspects of an event together.

- Business Communication
- Computer Essentials (Word, Excel, PowerPoint)
- Project Management
- Role of Event Managers
- Catering
- Exhibitions, Fairs and Trade Shows - Business Communication
- Sports Events, Music Festivals and Product Launches
- Sponsorships
- Introduction to Accounting
- Office Administration, Systems & Etiquette

PART 2 Travel and Tourism Certificate

Topics covered include destinations and experiences, marketing, management and structure of tourism and the associated concepts of demand, supply, products, services, target markets, distribution, positive and negative impacts, sustainable practices and the delivery of tourism, leisure and events within the regional, national and international contexts.

- Tourism Geography
- Tourism Industry
- Eco-Tourism
- Modern Tools
- Local & International Travel
- Tourism & Travel Management
- Booking Travel Itineraries

PART 3 Digital Marketing Certificate

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

Online & Part-Time

- **Part-Time** = 10 months (2 Hours/week, every 2nd Saturday 08:00 - 14:00)
- **Online** = 10 Months (Online live Q&A classes, 2 Hours/week 18:00 - 20:00)
- 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*

Mode of Delivery

- Full Time
- Part Time
- Online

Admission Requirements

- NQF 3 or Grade 11 with English as your home/first language

Articulation Options

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

- Business Management, Entrepreneurship and New Technology

What you get

This programme is designed to provide the student with multiple certificates and qualifications, locally recognised by the industry for maximum employability.

On completion the student will earn:

- Part 1: Event Management Certificate
- Part 2: Digital Marketing Certificate
- Part 3: Travel and Tourism Certificate
- Certificate from Learnfva via the Project Management Institute

Features & Benefits

1. This program incorporates the **Project Management Institute's (PMI ®) Project Management Body of Knowledge (PMBOK ®)**, integrated into its project management curriculum, an invaluable asset to your career as it increases employment prospects and helps you do your job more effectively. The **PMI (Project Management Institute)** aligns its process with certification industry best practices, such as those found in the **Standards for Educational and Psychological Testing**. The PMP® certification is also accredited against the internationally recognized **ISO 17024** standard.



2. Practical skills were added to improve job and industry readiness such as **Word, Excel, PowerPoint** and more.



3. 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.
4. 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.
5. Get a free **Office 365 Education A1 license**, valid for the duration of your studies.
6. Job placement assistance through our industry network and online recruitment portal, exclusively available to **AIE graduates**. Visit www.recruitgraduates.co.za for more.



Why do you practicals? You cannot afford not to!



Tourism is regarded as a modern-day engine of growth and is one of the largest industries globally. In addition to being a labour-intensive industry, tourism holds the potential to drive increases in export earnings in a trading environment that is generally less volatile than that of commodity exports. The World Travel and Tourism Council (WTTTC) indicated that travel and tourism in South Africa, directly employs more people than the mining, communication services, automotive manufacturing and chemicals manufacturing sectors. According to the latest Tourism and Migration Survey, almost 3.5 million tourists passed through South Africa's ports of entry in August 2017.



Curriculum

Part 1: Event Management certificate: Business Communication

To ensure students have the ability to demonstrate knowledge, understand key terms and apply principles of the elements and basics of Business Communication in South Africa and the UK. In particular, these principles are:

- Verbal, non-verbal and written skills.
- Types of media including emails, blogs, print and letters.
- The importance of English spelling, precision, accuracy and grammar.
- Interviewing skills.
- Listening skills.
- Written skills.
- Identifying and appreciating local versus non-local communication nuances, particularly within South African cultures and international cultures. Recognising and understanding the importance of appreciating these differences and how to use communication skills to help bridge any divides.
- Understanding and identifying business language and non-business language.
- Understanding how to cross the bridge into the speaker's "world".

Computer Essentials (Word, Excel, Powerpoint)

To ensure students have the ability to demonstrate knowledge, understand key terms and apply the principles of Microsoft Word, Excel, PowerPoint and Outlook, as well as Google Gmail usage and basic Google account administration.



Career Options

As part of our commitment to helping you find a job after graduation, we go a step above by preparing you with networking techniques, a professional resume, and interviewing techniques so you have what you need to succeed.

Career opportunities for graduates of this program have been identified as entry-level positions in:

- Event administration
- Event management
- Travel Agent
- Hotels and resort management
- Corporate travel departments
- Event planning businesses
- Cruise line positions
- Car rental agencies

Study Kit

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



- **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.

Project Management (PMI)

This module introduces the student to project management, ranging from small to larger projects in any business, or event taking place. This module ensure that a student will be able to understand and learn the different types of events taking place and how to manage these events differently.



Role of Event Managers

This module introduces the student to the role that event managers take in the planning, execution and post-execution phase of events. It looks at the responsibilities that managers have, their powers to manage as well as their reporting duties to superiors and stakeholders. Students learn how managers need to take ownership and leadership and when to delegate, monitor and evaluate members within the team. Finally, students learn the holistic process of an event, how team members collaborate, how budgets and cash flow are managed, how quality and time is managed and how constant evaluation and feedback is critical in the final outcome.

Catering

This module introduces students to the preparation of meals for friends and larger events. Upon completion of this module, students will be able to:

- Know the services and companies commonly involved with and offered at catered events
- Recognize many types of alcoholic beverages, the history of beer and wine, and the characteristics of the most popular categories of wine
- Identify the elements of buffet design and setup
- Understand the basics of food and nutrition and of monitoring food safety and sanitation practices
- Understand the basic principles of modifying and converting recipes
- Comprehend what is needed to choose the correct equipment and tools
- Know how to plan menus and ensure quality of meals
- Understand preparation, cooking, garnishing, and presentation of food

Exhibitions, Fairs and Trade Shows

In this module, students learn the features and benefits of exhibitions, fairs and trade shows and are able to list the differences between all three events. Students will study at least one case study for each of the three events and be able to list the advantages and challenges for each event.

Sports Events, Music Festivals and Product Launches

In this module, students learn the features and benefits of sports events, music festivals and product launches and are able to list the differences between all three events. Students will study at least one case study for each of the three events and be able to list the advantages and challenges for each event.

Sponsorships

Students learn to define and recognise what sponsorships are, and to list at least five sponsorships in the industry today. They learn to plan sponsorship as well as implement, monitor and evaluate sponsorships. At the end of the module student will be able to demonstrate the skills and knowledge required to propose and implement sponsorships for specific brands/products.

Introduction to Accounting

Students will have the ability to demonstrate basic knowledge and understanding of key accounting terms and principles. In particular, these principles are:

- Concepts and terms (eg. Receipts, debtors, creditors, statements, invoices, liabilities, assets, cash, cash flow).
- Learn about books of prime entry, i.e. Cash Book, Ledger, Journals.
- Learn about double entry system of accounting; Source documents: cheques, vouchers, invoices, statements, etc. Finally, students are introduced to bank reconciliation and petty cash control and reconciliation.

Office Administration, Systems & Etiquette

Students learn to understand how an office works – what are the structures and processes within the office as well as its culture and rules. Students are introduced to differing roles and “who does what”. Students learn about and how to:

- Handle incoming calls and walk-ins.
- Learn diplomacy vs firm intent.
- Office politics.
- Office etiquette.

Part 2: Travel & Tourism certificate:

Introduction to Tourism

Students are introduced to the principles of tourism, both locally, nationally and internationally. Topics covered include destinations and experiences, marketing, management and structure of tourism and the associated concepts of demand, supply, products, services, target markets, distribution, positive and negative impacts, sustainable practices and the delivery of tourism, leisure and events within the regional, national and international contexts.

Tourism Geography

This module looks into the definitions of Tourism Geography and the factors that make up Tourism Geography. Students study the features of tourism geography in South Africa and the Top 50-100 destinations around the world and what positive and negative effects are associated in general with these destinations.

The Tourism Industry

Students learn about economics and tourism and how money and investment flows according to different tourist regions. In addition, students learn about the different commercial aspects of tourism – its formal and informal employment opportunities, and the peripheral industries associated with tourism.

Eco-tourism

This module looks into the new area of eco-tourism and learn to define the features and benefits of eco-tourism. Students study South African and international examples of eco-tourism, its importance to stakeholders and how industry is exploiting opportunities.

Modern tools (Airbnb, Booking.com, Expedia, Trip Advisor)

Students learn about technology in tourism and travel, specifically learning about tools of the trade. Students are expected to use these tools with ease and compile a travel itinerary.

Travel (local)

This module exposes students to the varying modes of travel within South Africa, its characteristics, strengths, weaknesses and who the main operators are. Students learn about the economics of travel, including insurance, technology and the management thereof.

Travel (international)

This module exposes students to the varying modes of travel internationally, its characteristics, strengths, weaknesses and who the main operators are. Students learn about the economics of travel, including insurance, technology and the management thereof.

Tourism and Travel Management

The course comprises seven modules, with each module co-delivered by two or more expert academics. Developed in partnership with Tourism and Events Queensland, the statutory marketing authority for tourism in Queensland, several modules have been shot on-location across Queensland's premier tourism destinations. The course features case studies of leading tourism and hospitality companies and interviews with prominent industry professionals. In addition, you'll hear from public sector officials representing government, peak industry bodies, destination management and marketing organisations, hotels and resorts, attractions, tour operators, transport and local communities.)

Booking Travel Itineraries (flights, ships, visa, car hire, Uber, accommodation)

Students learn to plan and book effective travel itineraries using both technological tools and learned content. Students are expected to present their findings.

Internship (optional) (1 week to 10 days)

To ensure students have the ability to work, with or without pay in a business environment or non-profit organisation to apply the skills learned throughout the course. Students should use the Internship template to show skills applied.

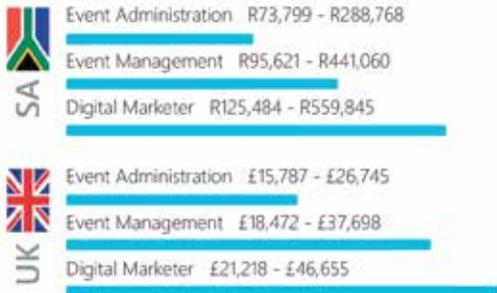
Part 3: Digital and Social Media Marketing 1:

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

Salaries & Skills

SALARIES (ANNUAL)



* All statistics are derived from www.payscale.com