




NATIONAL CERTIFICATE
OF ADVERTISING & DIGITAL
MARKETING COURSE

PROSPECTUS

DSM | **DIGITAL
SCHOOL OF
MARKETING**



The National Certification of Advertising and Digital Marketing is the crème-del-a crème of advertising and digital marketing certifications. Backed by this exciting certificate you will make a splash in the exciting world of advertising and digital marketing. You'll excel in any career in the advertising or media industries.

The Digital School of Marketing (DSM) is the only accredited training institution offering this exciting course on an online basis. This means that you'll be able to study at your own pace, in your own time where you want.

In addition to the work outlined by the Sector Education and Training Authority (SETA) we have added in topics such as:

- Search engine optimisation (SEO)
- Paid-for search marketing and social media marketing
- Content marketing
- Mobile marketing
- E-mail marketing

This means that you'll have an edge over your peers in the digital marketing space! With DSM's National Certificate of Advertising and Digital Marketing you'll be able to comfortably step into any media, marketing or advertising role after you've successfully completed the course.

So, are you ready to supercharge your career in the marketing and advertising industries? If so then this comprehensive certificate is just for you!

What you will master



Marketing Communicatons Concepts

This module will teach you to identify and explain marketing communication concepts and ideas, implement low- and high-focus thinking, as well as explain and apply lateral thinking processes.



Present Advertising Ideas

Ideas are the backbone of every successful advertising campaign. So in this module you'll learn how to generate idea and solutions related to advertising contexts. Evaluate solutions and develop these in advertising contexts.



Develop advertising activity specifications

Every successful advertising campaign starts with a comprehensive brief. In this module you will learn how to analyse brief specifications as well as produce and distribute briefs.



Recommend resources for advertising assignments

This module will teach you how to compare resource requirements with available resources for specific assignments.



Develop customer needs and relationships

In this module you will learn how to initiate interpersonal communication with customers, assess and respond to customer needs as well as maintain and improve customer relationships.



Write scripts for an audio-visual medium

This module will teach you how to write an audio-visual media script and pitch stories to relevant role players.



Access, process, adapt and use data from texts

In this part of the course, you'll learn how to analyse and respond to produced texts, explore textual features and language usage, as well as analyse and evaluate textual content.



Supervise a technical project team

Every advertising project needs a project manager to manage all the aspects involved. So, in this module you will learn about project management and supervision practices as well as how to apply these.



Sustain oral interaction and critically evaluate spoken texts

This module will teach you how to interact as a listener and/or speaker in oral communication settings as well as how to analyse and critically evaluate oral presentations.

What you will master



Write an advertising copy

In order to be able to put together great advertising copy, the first step is to assess advertising copy media/channels and your target market's characteristics so that the material you put together responds to them. In this module we'll discuss how to write advertising copy and evaluate an advertising copy against given specifications.



Select information for advertising assignments

Learn how to define required information parameters to address advertising needs. Access information sources which are relevant for your defined information needs.



Brand Management

You will learn about the differences between a brand, branding and brand management. In addition, we'll discuss the components of brand management, branding strategy and sustainable brand building.



Content Marketing and Digital Copywriting

In this module, you'll gain content creation and digital copywriting skills that will assist you in planning, creating and executing an effective content marketing strategy.



SEO and Web Analytics

Understand what it takes for your website to reach the number one spot on search engine result pages.



Social Media

Discover how to grow a brand online on any social channel, increase customer engagement on these channels and correctly target the right market (on social media channels) for your business. This module will also enable you to measure success and adjust your message to suit your target audience.

Course modules

- » Develop Advertising Activity Specifications
- » Marketing Communications Concepts
- » Present Advertising Ideas
- » Recommend Resources for Advertising Assignments
- » Select Information for Advertising Assignments
- » Supervise a Technical Project Team
- » Access, Process, Adapt & Use Data from Texts
- » Sustain Oral Interaction & Critically Evaluate Spoken Texts
- » Write & Present Texts
- » Develop Customer Needs & Relationships
- » Write Advertising Copy
- » Write Scripts for an Audio Visual Medium
- » Introduction to Digital Marketing
- » SEO and Analytics
- » Social Media Marketing
- » Content Marketing Strategy
- » Email Marketing
- » Mobile Marketing
- » Paid Advertising

How you can learn at DSM

All courses at DSM are delivered on our state-of-the-art online learning platform. It is jam packed with videos and infographics so that you can take your learning experience to the next level. On our learning platform, there are:



200 videos



100 infographics



Assessments



Slides



Progress trackers



Interactive feedback

YOUR COURSE PACK INCLUDES

Online Access | Branded USB Stick | Branded Laptop Bag
DMS coffee canister | DSM cap | Branded DSM Notepad & Pen



Accreditation
MICT | SETA