



SU Language Centre
IZiko leeLwimi lase-SU
US Taalsentrum
STELLENBOSCH UNIVERSITY



Effective communication in a digital world

A certificate of competence short course

Do you find digital marketing a bit daunting? This course offers a top-level introduction on how the Digital Marketing Funnel Strategy fits into traditional marketing. This online course will equip owners of small to medium-sized businesses with the skills to effectively communicate using some of the various digital marketing channels available. For traditional marketers, who weren't initially skilled in Digital Marketing, this course offers insights into bridging the gap between traditional and digital marketing.

What is the focus of this course?

This practical and interactive online course is suited to newcomers to digital marketing as well as traditional marketers who want to focus on developing more effective online communication skills. The course will introduce you to the digital marketing funnel, and the marketing and communication tactics that one can apply to each level of the digital marketing funnel. It will equip you with the skills required to effectively communicate in a digital world, to ensure you put the right message in front of the right customer at the right time, to move users through the funnel and maximise marketing spends.

In this course, you will:

- gain insight into how important language usage is for connecting to your target audience
- map out a customer journey for a key target audience in your specific business
- turn your customer journey into a sales funnel and be taken through a structured framework
- learn which channels are relevant to get visibility online
- learn how to get prospective customers to interact with your company, brand or product, and to convert your online audience into paying customers
- see how important digital marketing channels are for developing an ongoing customer relationship
- get a better understanding of what metrics to track and monitor to help guide your plans

Interested? Click on this link and complete the online form. We will send you further instructions after receiving your form.

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What are the prerequisites?

You will need a computer and reliable web browser to run our online learning platforms (MS Teams and SUNOnline) and you need access to a stable internet connection to connect to the live online sessions. You should also be familiar with creating electronic documents.

What are the career benefits?

Once you've completed the course, you will understand the role of automation and data, as well as how various digital marketing channels and disciplines work together. Ultimately, you will have a framework for your digital communication strategy to flesh out in detail for your business.

To ensure optimal learning, we limit the number of participants. The live online sessions are complemented by online learning, and certain aspects of the course are assessed.

When and how will this course take place?

Our courses combine live online sessions, facilitated by the course presenter, with self-directed online learning.

This course opens before the first live online session and closes well after the last live online session. This allows enough time for you to activate your SUNOnline presence before the live sessions start.

| | Live online sessions 16:00 to 18:00 | System opening and closing dates | Applications close |
|------------|--|-------------------------------------|-----------------------|
| Offering 1 | 6, 13, 20, 27 May, 3 and 10 June | 29 Apr to 24 June | 15 April |

During this course, you will spend your time as follows (this may vary for individuals):

- one live online session per week of two hours each
- ± six hours per week of self-paced reading and completing tasks, quizzes, activities, and assignments

The course fee is R5 850 per participant.

- All fees are payable before the short course starts, and the fee includes course material, assessments, live online sessions with your presenter, and access to the online platforms.
- We will present a course only if the required minimum candidates have paid and confirmed attendance.
- Short course participants do not have access to University facilities like computer labs or the library.

