



**CONCEPT INTERACTIVE INSTITUTE**  
business • technology • design • innovation



## **DIGITAL MARKETING, SOCIAL MEDIA AND DESIGN CERTIFICATE** (10 MONTHS FULL TIME LECTURES OR DISTANCE)

### **WHAT YOU GET**

Digital Marketing, Social Media and Design certificate (Concept Interactive Institute)  
Digital Marketing certificate (University of Illinois, US)  
Social Media certificate (North Western University, US)  
Search Engine Optimisation certificate (University of California, US)  
Google Online Marketing Challenge (Google)  
Print Media certificate (Concept Interactive Institute)  
Web Design certificate (Concept Interactive Institute)  
Digital Marketing certificate (Concept Interactive Institute)

### **INTRODUCTION**

There are now more websites in the world than people with 180 million new sites needing to be designed and created - both for fixed and mobile devices. This course will teach you how to market effectively in a digital space, learning from Google, the world's leading online marketer. We will also teach you how to design and create sites that meet both marketing and design needs.

This course is the ideal blend of creativity and purpose. If you are interested in entering the marketing, graphic design or web design industry, this course will give you the head start you need.

Through all three 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.

For more information, please contact a student advisor:  
[info@conceptinteractive.co.za](mailto:info@conceptinteractive.co.za) 021 202 7890  
[www.conceptinteractive.co.za](http://www.conceptinteractive.co.za)

**Print Media Design certificate**

Design Thinking  
 Design Principles  
 Visual Communication Techniques  
 UI and UX Principles  
 Print Media Design Applications: Illustrator,  
 InDesign, Photoshop

**Web Design certificate**

Interface design in Photoshop, Wireframing  
 and Prototypes  
 Coding (HTML5 & CSS, Intro to JQuery) and  
 Implementation  
 Wordpress (Implementing and changing a theme)

**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

**OUTCOMES**

In each of the three sections students will hand in specialised assignments.

In the Print Media Design section, students can expect to be given the following projects: a Logo & Branding project, Poster and editorial design, as well as a Website Interface design.

In the Web Design section students will code their design with responsiveness and added interactivity with JavaScript.

The Digital Marketing section's final assignment will comprise a detailed researched Digital Marketing strategy with a Swot Analysis, smart objectives, tactics and set KPIs to drive traffic using at least three channels.

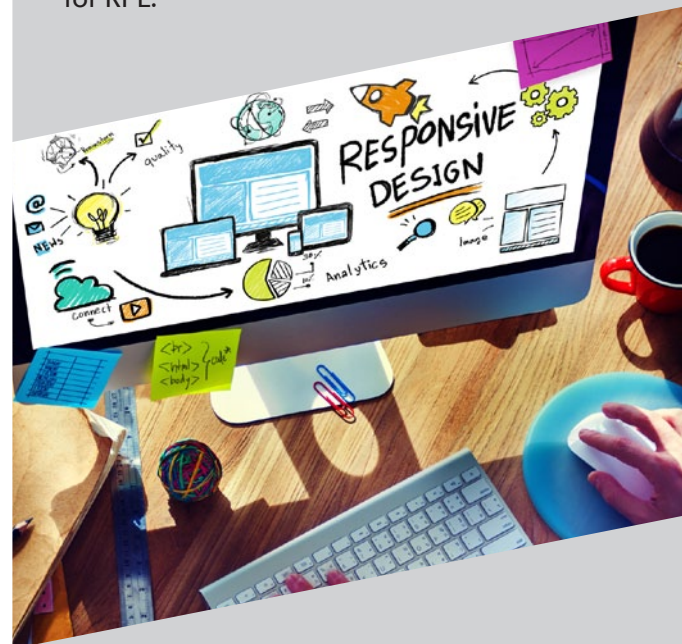
Upon successful completion of the above curriculum, students will be awarded three local certifications conferred by Concept Interactive. Where applicable, students who successfully complete the external certification requirements will be granted additional certifications.

**ADMISSION REQUIREMENTS**

Students are expected to have passed matric or the equivalent (this requirement can be waived in special circumstances). Although subject choice will not detract from qualification entry, the subjects Art, Design, Mathematics & English are an advantage.

Students should be able to use basic computer applications and thus should have basic computer literacy. If this is not the case proof of training in basic computer literacy will be required in order to be eligible for this course.

Students who are eligible may apply for RPL.

**LEGISLATIVE MATTERS AND ASSURANCE**

The institution is registered as a Private Higher Education Institution by the department of Higher Education and Training. Reg. No. 2009/HE07/003. The short course, Digital Marketing, Social Media and Design certificate is offered outside the HEQSF. As such, the institution follows the Good Practice Guide for Quality management of short courses as stipulated in the CHE September 2016 publication.

Subject content may change from time to time.