

# National Certificate in Advertising specialising in **Digital Marketing**

SAQA ID: 58820 | NQF Level 5

Learnership Reg. No. 15Q150074171245

## Online Learnership Programme



Red & Yellow has been  
teaching **business**  
**leaders to think**  
**creatively** since 1994





# Programme Overview

Get an accredited endorsement of these critical, in-demand skills through the convenience of online learning.

This fully accredited deep-dive into Digital Marketing will give students industry-relevant knowledge, expose them to international best practice (in the South African context), and teach them theoretical foundations and practical techniques and skills relevant to the digital reality

# Programme Overview

There is an increasing demand for specialists who

- Understand digital marketing strategy know and are familiar with the range of digital tactics available for marketers and advertisers
- Can schedule and manage workflow for integrated campaigns and projects
- Can optimise digital marketing initiatives using analytics and conversion optimisation.

This Programme is Perfect for

- **Experienced marketers:** needing to add 'digital expertise' to their portfolio of skills
- **Future marketers:** keen to 'get into the game', but lacking experience or accredited proof of their competence due to circumstance or inability to meet NQF-level requirements.

This is the programme for getting a recognised, accredited qualification that will put you on the fast-track.

You'll have all the digital marketing skills needed for this fast-paced environment, whether you're looking to work for an agency, in-house brand team or run your own business.

Our programmes and courses are not easy - but that's intentional. Industry knows that a Red & Yellow certification proves you've earned the right to deliver what you say you can.



# The Programme Details



## Entry requirements

NQF 4 qualification



## Duration

12 months (fully online)



## Time commitment

15 hours / week



## Qualification

National Certificate in Advertising –  
Specialising in Digital Marketing  
NQF Level 5 | SAQA Qualification ID: 58820  
Learnership Reg No. 15Q150074171245



## Price

R59 000 per learner



It is about them and for them. The closer the end-users' needs are analysed and answered, the more successful the adoption or purchase of a solution. You iterate until you get it right from a customer perspective.



- *Olivier Delarue*  
*United Nations High Commissioner*

# The Learning Journey

## Module 1: Introduction to the current marketing environment and today's consumer

- Marketing strategy
- Establishing customer needs
- Presenting ideas and concepts

## Module 2: Marketing communication skills

- Written and verbal communication
- Accessing and interpreting data
- Developing tactics
- Integrated brand communication

## Module 3: Core - advertising

- Elective: choose between Client Service, or Copywriting (in high-demand from industry)

## Module 4: Plan, organise, lead, motivate and control

- Planning and managing resources
- Managing the project team for optimal delivery
- Managing financial control

**Settle in:** Familiarise yourself with the online learning platform and how it works. Followed by an introduction to Marketing Fundamentals to provide context for the meatier details that follow.

**Find your stride:** Critical learnings and skills have been distilled into 4 modules that roll out every 3 months. We've included monthly 3-hour workshops with content experts, and weekly live tutorial sessions and chats to enrich your learning experience. You will be supported all the way with regular updates as to your progress.

The first week is dedicated to orientation. You'll get to familiarise yourself with the online learning platform (virtual - classroom), understand how everything works, meet the humans that'll support you during this upskilling process, and be introduced to the uniquely human skills that are so essential for career success in the 21st Century.



# High-Impact Learning Tools

Why Red & Yellow has a reputation for producing graduates that can “hit the ground running”

## Applicable and practical assignments

- Designed to test your ability to translate the theory into practical implementation for successful outcomes.
- Geared so that you can apply what you're learning to your everyday work life, and your specific business challenges.
- Providing an incredible opportunity to prove your value, improve your performance, and impress your colleagues

### Engaging content in digestible modules

Enriched with infographics, videos, useful links to valuable resources, case studies and fun activities to deepen and entrench your learning

### Personalised Feedback

Recommendations and suggestions from subject-matter experts, tailored to your individual strengths and opportunities for personal improvement

### A dedicated team

Available on email, phone and the online forum to support, encourage and assist you. Think of them as your “virtual” support crew whose only focus is to help get you over the finish-line

# Our Human Touch

Learning you won't get anywhere else!



The reality is that AI and robots will replace many of the jobs we know today. The likes of NASA and Google are already ahead of the game in their early recognition of the importance of “soft” skills.

Our courses and programmes are designed to prepare humans for this unknown world, by combining topic-specific knowledge and know-how, as well as a selection of the 10 uniquely human skills we've identified that will set us apart from “robots”

Conflict  
Resolution

Social  
Intelligence

Creative  
Thinking

Critical  
Thinking

Adaptability

Persuasion

Leadership

Mindfulness

Empathy

Negotiation



# The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

## Real-world insights from experts

You’ll get “insider” access to exclusive videos from industry leaders and subject-matter experts - giving you tips, techniques and learnings invaluable to bringing your online learning to the real world. Our connection to industry is something we’re incredibly proud of, and it’s what sets us apart from the other institutions.

## A team of humans dedicated to your success

A team of real, live people (not bots) is allocated to every course. The Course Coordinators’ mandate is to cheer you over the finish line, keep you motivated, and ensure you have the best, most value-adding learning experience. And our knowledgeable team of Instructional Designers and subject matter experts are on standby for topic-specific questions.





Courses and programmes designed to prepare humans for this unknown world, by combining topic-specific knowledge and skills, with the most critical 10 uniquely human skills.

While online learning offers time-flexibility and the ability to study anywhere in the world; it can also feel a little lonely at times.

Red & Yellow is obsessive about offering a 'virtual classroom' learning experience you won't get anywhere else – combining human interactions, input from our academic team and industry gurus, with all the convenience you need.

# The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

## A trusted signal on your CV

We take our role – in equipping you with everything needed to grow your career – seriously. Our online courses are intended to put you through your paces, stretch your mind, and equip you with fundamental skills. It's the reason business leaders regard a qualification from Red & Yellow as the mark of a competent, capable individual, able to add value from day one – with the theoretical knowledge, the practical know-how and the human skills essential for future success.

## Original, carefully curated and relevant content

Rather than opting for the easier option of reselling content (created by others), we develop our courses internally – often roping in industry experts who run successful organisations – to ensure what you learn is both current and relevant to the South-African context. Courses are designed in response to market demand or skills gaps as they arise in this rapidly changing world.

# Have questions?

Give one of our amazing Business Relationship Managers a call at [087 227 3283](tel:0872273283) or pop us an email [corporatetraining@redandyellow.co.za](mailto:corporatetraining@redandyellow.co.za)



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087 227 3283  
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