



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Digital Marketing

Custom Courses / Information Technology (IT) and Digital Skills

Unit Standard AATICD-0097 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the practical skills to plan, execute, and measure digital marketing campaigns across multiple channels. It covers core strategies including SEO, content marketing, social media, email marketing, and analytics to drive business growth in the digital landscape.

Category	Custom Courses
Subfield	Information Technology (IT) and Digital Skills
Unit Standard	AATICD-0097
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply digital marketing principles to develop a comprehensive online marketing strategy.
- Analyze target audience behaviour using digital analytics tools to inform campaign decisions.
- Design and implement SEO and content marketing tactics to improve online visibility.
- Evaluate the effectiveness of social media and email marketing campaigns using key performance indicators.
- Demonstrate the ability to measure and optimize digital marketing ROI through reporting and data interpretation.

WHO SHOULD ATTEND

- Marketing professionals, business owners, and individuals seeking to build or enhance their digital marketing expertise.
- Ideal for those in roles such as marketing coordinators, brand managers, or entrepreneurs.

COURSE OUTLINE

Day 1: Introduction to Digital Marketing

- What is digital marketing?
- Overview of digital marketing landscape (SEO, SEM, social media, email, content).
- Digital marketing vs traditional marketing.
- Understanding the customer journey and touchpoints.
- Setting SMART objectives and KPIs.
- Introduction to analytics and measurement.

Day 2: Content Marketing and SEO

- Content marketing fundamentals and strategy.
- Types of content (blogs, videos, infographics, etc.).
- Keyword research tools and techniques.
- On-page SEO: title tags, meta descriptions, headings, URL structure.
- Off-page SEO: backlinks and link building.
- Measuring content and SEO performance.

Day 3: Social Media Marketing and Paid Advertising

- Social media platforms and their audiences.
- Developing a social media content calendar.
- Introduction to paid advertising: Google Ads and Facebook Ads.
- Targeting options and ad formats.
- Budgeting and bidding strategies.
- A/B testing and performance analysis.

Day 4: Email Marketing and Automation

- Email marketing fundamentals and regulations (POPIA).
- Building email lists and segmentation.
- Crafting compelling subject lines and email copy.
- Email design and templates.
- Introduction to marketing automation tools (e.g., Mailchimp).
- Analytics: open rates, click-through rates, conversions.

Day 5: Analytics, Strategy Integration, and Capstone

- Google Analytics: key metrics and reports.
- Conversion tracking and attribution models.
- Integrating SEO, content, social, email, and paid ads.
- Budget allocation across channels.
- Developing a digital marketing plan.
- Presentation and peer review of capstone projects.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe
31 Aug 2026	04 Sep 2026	On-Campus	Lusaka, Zambia
31 Aug 2026	04 Sep 2026	On-Campus	London, UK

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0097) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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