

Continuing Education and Short Learning Programmes

Digital Marketing Practice



UNIVERSITY
OF
JOHANNESBURG

DEPARTMENT OF
MARKETING MANAGEMENT



Our Future
Reimagined

Programme brochure | 2025 intake

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Introduction

Thank you for your interest in the Digital Marketing in Practice certificate offered by the Department of Marketing Management at the University of Johannesburg. This document will provide a detailed overview of the certificate.

About this certificate

The purpose of this certificate is to introduce students to the theory and practice of digital marketing tools, techniques and processes. Students will gain knowledge about digital marketing fundamentals, digital platforms, channels and the digital mix elements available to the digital marketer, but most importantly, students are exposed to the practical application of the theory learned.

Application closing date

May intake: Open from January. Application closing date is 30 March 2025

What are the costs for the Digital Marketing in Practice certificate?

R10 500.00 (please note that you are liable to pay the registration fee)

What do the costs include?

- Online lecture slides and e-tutorials presented by the best in the digital industry
- Activities and assessments
- Consultation time
- Four full days of online classes
- Latest up to date Digital Marketing content developed by industry leaders and specialist academics in the field of Digital Marketing
- Convenient classes offered on a Saturday (no need to put in leave)

Composition of the programme

The programme is offered over 6 weeks.

- The first 4 weeks: Students are expected to review the online material for each week (including the completion of online activities) and to attend the online classes where the content learned will be practiced under the guidance of a lecturer.
- The 5th week: Students will write a 70 mark online test.
- The 6th week: Students will be expected to hand in a practical assignment (70 marks).

All classes will take place from 09:00 – 16:00 on the specified Saturdays below:

- 3 May 2025 from 09h00-16h00
- 10 May 2025 from 09h00-16h00
- 17 May 2025 09h00-16h00
- 24 May 2025 09h00-16h00
- 31 May 2025 09h00-16h00 (no class - test to be completed online)
- 7 June 2025 16h00 (no class - assignment to be submitted online)

Specialist lecturers

This qualification is unique as it integrates a practical, industry component as the lectures are presented by industry's top digital marketing specialist/s. Each topic is handled by an expert in the field in order to provide the most up-to-date, expert-opinion, hands on approach. Using practical examples, in-depth application and how-to tips, the 'lectures' offered on this qualification are more masterclass-like, and in a short space of time, students are equipped with rich insights and practical expertise to help them undertake various digital marketing related roles in the workplace.

Entrance requirements

Applicants will only be considered if they meet the below entrance requirements:

- A valid matric certificate with university endorsement

Application process

Applications are open two times a year. Please visit the website by clicking [here](#) to view the latest closing dates for applications. Please keep an eye out on the website – the courses will only be run when a minimum number of candidates have been enrolled. If the minimum was not reached, you will be informed and the course offering will move over to the next proposed dates.

NEW STUDENTS (haven't studied at UJ before)

- 1) Please access the online application form [here](#). Upon application you are required to include certified copies of your ID, matric certificate and highest qualification. Once you have applied online, please download the completed application forms and send to msandile@uj.ac.za with all supporting documents mentioned above.
- 2) Make the payment (only once you have received a student number as the student number is used as reference when making payment)
- 3) Email your proof of registration to msandile@uj.ac.za
- 4) You will be registered once all has been finalized

RETURNING STUDENTS (studied at UJ previously)

Returning student application link - https://registration.uj.ac.za/pls/prodi41/w99pkg.mi_login

Contact

Please contact the Digital Marketing in Practice Programme Manager:

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Looking forward to receiving your applications!

