

Digital Marketing Strategies

Programs in collaboration with



12 Weeks



Learning Outcomes

- Identify suitable and effective digital marketing technologies and tools for your organization.
- Use content, mobile, and influencer marketing effectively to target customers.
- Learn to integrate digital marketing with offline strategies and traditional media.



Modules

- From mass marketing to customer network
- The digital advertising mix: Key channels and principles.
- Five core behaviors of customers in the digital world
- Access strategy
- Engage strategy: Content marketing, utility, messaging, and brands as publishers
- Customize strategy: Targeting, personalization, and marketing to a segment of one



About Emeritus

Emeritus collaborates with more than 80 top-ranked business schools, including Harvard, MIT, Wharton, INSEAD, London Business School, Columbia, Cambridge Judge, Berkeley and more, to design & deliver high-quality Executive Education Programs (Online, LIVE Virtual, In-Class, Blended). Till date, Emeritus has educated more than 250,000 individuals across 80 countries with a completion rate of 90%.

About Eduvos

Eduvos is one of South Africa's largest independent private higher education institutions with 12 campuses across the country. Eduvos educators believe in building skills for the future and enabling students to take up careers in a volatile, uncertain, chaotic, and ambiguous world. Their education is designed to create a deep understanding of an area, supporting skills development through practical application, and challenging thinking to allow for adaptation to new possibilities.