

# DIGITAL MARKETING



COURSE INFORMATION 2025

# OUTCOMES OF THE MABILI DIGITAL MARKETING PROGRAMME

At Mabili, we equip you with the skills and tools to thrive in the fast-paced digital marketing industry.

Here's why our Digital Marketing Course is the best choice for your career:

- **Online Learning:** Learn through expert-led video lectures on a modern, interactive platform that fits into your lifestyle.
- **Hands-On Projects and Real-World Experience:** Apply your knowledge through practical assignments, including the creation of a full marketing campaign, ensuring you're job-ready.
- **Industry Mentorship and Support:** Access guidance from experienced mentors to help you overcome challenges and keep you on track to achieve your goals.
- **Career-Ready Skills:** Develop essential tools and communication skills tailored for the digital marketing world.
- **Globally Recognised Certification:** Upon completing the course, you'll receive a certification that's respected worldwide.



# COURSE DETAILS

**Our Digital Marketing Course covers all the critical areas to kickstart or enhance your career:**

- **Social Media Marketing:** Master platforms and campaigns for optimal engagement.
- **SEO (Search Engine Optimisation):** Learn techniques to improve website rankings.
- **Web Development:** Build and enhance websites using WordPress.
- **Strategy and Marketing Automation:** Plan and execute strategies using advanced tools.
- **Pay-Per-Click (PPC):** Drive targeted traffic with paid campaigns.
- **Web Analytics:** Measure success through data analysis.
- **ChatGPT for Marketing:** Harness AI tools for content creation and customer engagement.
- **Microsoft Office Courses (8 Modules):** Gain proficiency in business-essential tools.

**Your final project will involve creating a comprehensive marketing campaign incorporating multiple advertising strategies.**



# Exciting New Partnerships

At Mabili, we continuously strive to provide you with opportunities that elevate your learning experiences and career prospects.

**These collaborations enable us to:**

- **Customise Courses to Meet Your Needs:** Our programmes are now even more tailored to suit your professional journey, incorporating insights and requirements shared by our partners.
- **Enhance Real-World Learning:** Gain access to exclusive tools, case studies, and mentorship opportunities provided by our partners, bridging the gap between learning and industry practice.
- **Unlock Career Opportunities:** Our partnerships strengthen your job-readiness by aligning course content with the skills in demand, ensuring you stand out to top employers.

**By working with these forward-thinking organisations, we continue to equip students with hands-on skills, industry-aligned expertise, and the confidence to excel in their chosen careers.**

**coursera**

**SkillsTX**  
Passion for Potential

**SFIA**  
Skills Framework  
for the Information Age

# COURSE COST AND PAYMENT OPTIONS

**Programme cost and payment options:**

## **Cash Option**

- Course Fee, **R 17,700.00** less a **50% upfront discount of R8,850.00.**
- Net course **price of R8,850.00.**

## **Monthly Instalments**

- Course **Fee, R17,700.00**
- Paid in **fixed monthly instalments** of **R 4,425.00**



# HOW TO APPLY

Ready to start your journey with Mabili?  
Here's how to take the next steps:

1. Visit Our Website: [www.mabili.co.za](http://www.mabili.co.za)
2. Complete a Free Assessment: Our assessment will help you identify if data science is the right path for you.
3. Submit Your Application: Secure your place in the programme.

Questions? Contact us at:

[enquiries@mabili.co.za](mailto:enquiries@mabili.co.za) or call **010 346 5520**  
to speak with our admissions team.

