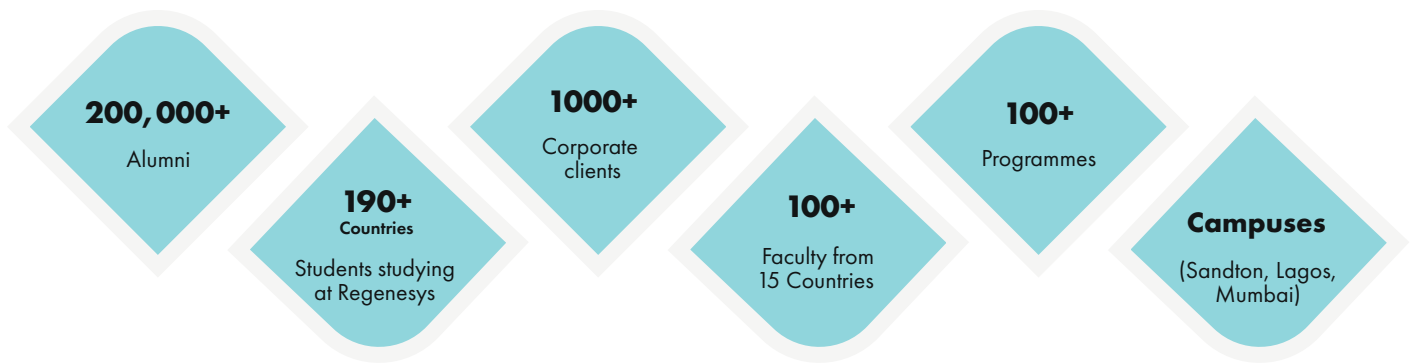




Advanced Digital Marketing

About Regenesys



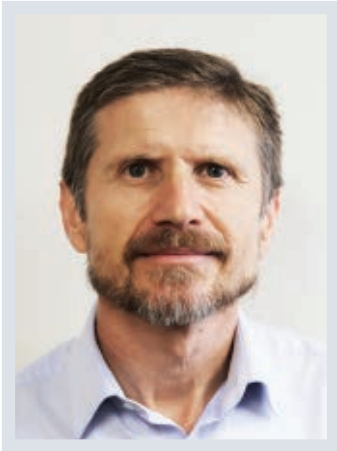
Our Clientele

 Mercedes-Benz	 Microsoft	 DANONE	
 Standard Bank	 SAMSUNG	 BARCLAYS	
 NEDBANK	 ANGLO AMERICAN	 sasol	
 momentum	 LIBERTY		
	 Massmart + Walmart	 THE PRESIDENCY REPUBLIC OF SOUTH AFRICA	

and many more..



Chairperson's Foreword



I am delighted to welcome you to Digital Regenesys at Regenesys Business School. The purpose of Regenesys is to help individuals awaken their potential and achieve their dreams.

New technologies, social media, and innovation have sparked a digital revolution that is rapidly changing the world. The digital revolution demands a new breed of professionals to succeed in the new digital world. To give you a competitive advantage, we have developed cutting-edge digital programmes in the areas of information technology and management. Our programmes are facilitated by leading experts, entrepreneurs, and academics from top local and international institutions.

Regenesys is a global business school with campuses in Johannesburg, Mumbai, and Lagos, delivering cutting-edge online and contact learning management programmes. Over the past 24 years, Regenesys has educated 200,000 students from 195 countries, and delivered corporate education programmes to 1000 reputable local and multinational companies. The majority of them are large multinationals such as Mercedes-Benz, Microsoft, Coca-Cola, Barclays, and Samsung, to name a few.

Regenesys alumni occupy top leadership positions in multinational corporations and government institutions all over the world, and form a very influential alumni network that supports its members with business opportunities across the world.

Get inspired, energised, and transform your career with programmes grounded in the realities of the new digital world.

I wish you success on your journey towards greatness.

Dr Marko Saravanja

Executive Chairperson
Regenesys Group

Advanced Digital Marketing

Course Description

In this modern day digital world, there are various methods and platforms through which the current marketing ecosystem operates. This course is offered in three levels; basic, advance and applied. Learn these aspects of Digital Marketing and its real world use case.

Target Group

The course is designed for college students, freshers, entrepreneurs and working professionals.

Programme Duration

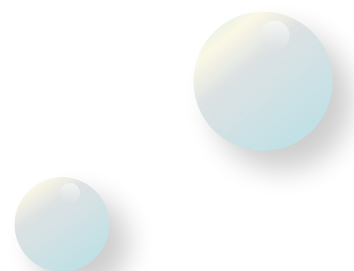
Each course level will have a different duration. The basic course will have a total duration of 60 hours, the advance course will have a total duration of 60 hours and the applied course will have a total duration of 16 hours. Each course will have sessions conducted every week.

Teaching Approach

At Digital Regenesys we believe in a holistic teaching approach, where each student will learn real world skills and create their own networks of professionals. You'll get to learn this from our expert faculty.

Value For Money

Each student will have 1 year of unlimited access to the learning portal. Interactive sessions with industry experts will be conducted. And career counselling will be provided to students after the completion of the course.



Advanced Digital Marketing

Module

Programmatic Advertising & Paid Media Marketing, Importance of Analytics

- ▶▶ Different types of Paid media marketing and Advertising formats
 - Google Ads & various ad types and formats, GBP
 - Setting up of Google Ad account
 - Setting up of GSC, GA, Pixels, Goals setting etc
 - Analysing google ad campaign

Sub Topics

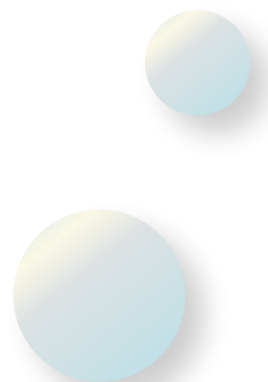
- ▶ Account setup; How it works, How is ad rank calculated
- ▶ Getting started with Adwords, Ad groups
- ▶ Keywords optimization
- ▶ Bidding strategies & Ad budgets
- ▶ Meaning & importance of Quality score
- ▶ Different ad types
- ▶ Organising of the adword account

Importance of IMC (Media Planning & Media Buying)

- ▶▶ Meaning, Importance of IMC
 - Types of Media formats
 - Media buying and planning
 - Media plan from brief to execution
 - Advance IMC management
 - 5 M's of advertising

Sub Topics

- ▶ Media brief - from start to execution
- ▶ Types of media plan, RTB
- ▶ Types of media inventory
- ▶ Native advertising



Advanced Digital Marketing

Module

Online After Sales (Reputation) Management

- ▶▶ Introduction to Reputation Management

Sub Topics

- ▶ How to grow a brand's reputation online - tracking, solving & measuring challenges
- ▶ Situations and solutions
- ▶ Various tools to be used
- ▶ Greenwashing or Green Sheen

E-Commerce Marketing & Email Marketing

- ▶▶ E-commerce & E-mail Marketing

Sub Topics

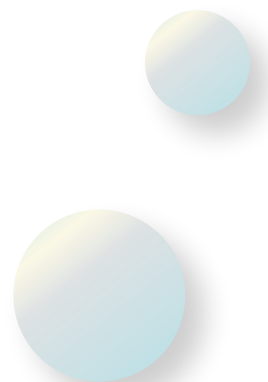
- ▶ Various types of E-commerce models
- ▶ Payment gateways
- ▶ E-commerce metrics
- ▶ E-commerce analytics, etc
- ▶ Importance of Email Marketing
- ▶ E-mail metrics
- ▶ E-mail analytic tools
- ▶ Landing pages, CTA's
- ▶ Practical to be done

Affiliate Marketing & Mobile Marketing

- ▶▶ Affiliate Marketing & Mobile Marketing

Sub Topics

- ▶ Meaning, Difference between Influencer & Affiliate Marketing
- ▶ Types of Affiliate marketing, tools, how to do, metrics, etc
- ▶ Importance, metrics, how to, mobile analytics, ASO, tools, etc



Programme Highlights

Bonus Topics

- ▶ Funnel Marketing
- ▶ Marktech & Adtech
- ▶ Koo app & Inshort app
- ▶ Metaverse

Certifications










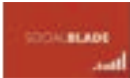








- ▶ Google Analytics - Advance
- ▶ E-mail marketing
- ▶ E-Commerce marketing
- ▶ Affiliate Marketing
- ▶ Mobile Marketing



Programme Highlights







Tools Covered

Not only restricted to

and many more..

Key Features

 <p>Course designed by doctorate faculty</p>	 <p>1 year of unlimited access to the learning portal</p>	 <p>Capstone projects</p>
 <p>Interaction with industry experts</p>	 <p>Course completion certificate</p>	 <p>Career counselling (Profile Building, Assessment Tests, Mock Interviews)</p>

Career Counselling

Job Profiles

- » Search Engine Optimization - Executive/Manager
- » Digital Marketing Specialist/ Assistant Digital officer
- » Social Media Manager
- » Head of Digital Marketing
- » Digital Content Team Lead
- » Social Media Strategist
- » Social Media Agent
- » Digital Marketing Team Lead
- » Digital Marketing Co-Ordinator
- » Digital Advertising Assistant
- » Digital OTT Marketing
- » Content Marketer
- » Senior media Buyer
- » Email Marketing Specialist
- » Digital Marketing Manager
- » Digital Marketing Operations consultant
- » Social media analyst
- » Digital Enablement Manager
- » Social media executive
- » Online advertising
- » B2B Digital Marketing specialist
- » Social media marketing specialist
- » Digital Marketing Officer/Executive
- » Performance marketing manager
- » Programmatic advertiser
- » Campaign manager
- » Digital Marketing Analyst
- » Digital Media manager
- » E-commerce manager

Industries



Healthcare



Hospitality
(HORECA)



Food industry



Education industry



E-Commerce



Retail



Fitness and Nutrition



Real Estate



Automobile industry



IT firms and others.



STRATEGY

298,6341

174,6748

162,7432

159,8739

139,5848

148,7563

128,2941

PLANNING

RESEARCH

NT

VISION

26,966.00

7,609.26

12,630.58

26,831.94

21,702.45

87.7%

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BRANDING

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