

DIGITAL MARKETING EMPLOYED LEARNERSHIP

ONLINE

Get maximum B-BBEE Skills Development ROI, attract and retain key talent, and give your business a market-leading edge by developing internal capacity in an emerging and critical discipline without disruption to your business. And with SETA funding and tax deductions available, all of this could cost your business nothing.

What is a Learnership?

A Learnership is a work-based learning programme that leads to an NQF-registered qualification. They are managed by Sector Education and Training Authorities (SETAs), and were introduced by government to help upskill learners and to prepare them for the workplace.

This learnership is designed for employed learners (i.e. existing staff) but can be run for unemployed learners should the need require (although the latter would require further discussion).

Performance appraisal from a bursary sponsor for Bonga (Ngubo) NCA Learnership Student and accepted into King James Graduate Programme

“Bonga (Ngubo), well done for achieving this, you have brought yourself great credit through your consistent hard work, enthusiasm and commitment, even in times of adversity. I really look forward to seeing how your career unfolds - it is certain to be an extremely successful one. Do stay in touch.”

Alan Vesty, Market Development Manager
Cambridge University Press South Africa (Pty) Ltd



What learners will be able to do

- Present ideas and make recommendations regarding appropriateness and relevance of ideas and recommendations
- Implement and coordinate advertising assignment activities according to brief
- Evaluate advertising assignment progress and outputs
- Analyse and source information required for advertising decision-making
- Interpret information for advertising assignments to determine resource requirements



“

The programme allows you to think outside the box and pushes your creativity which is something I've always been interested in doing. The facilitators are experienced in the field and can give real-life examples of why an idea would or wouldn't work.”

Uthman Samaai - Former learnership student and Social Media Manager at Ogilvy Cape Town

The Programme is broken down into 4 modules

MODULE 1: THE MARKETING ENVIRONMENT & TODAY'S CONSUMER

- Digital marketing strategy
- Today's customer – market research and business environment
- Presenting ideas

MODULE 2: MARKETING COMMUNICATIONS IN ACTION

- Online revolution – UX, Web dev and SEO
- Content marketing
- Direct marketing tactics
- Social media marketing

MODULE 3: CLIENT SERVICES

- Media planning and building campaigns
- Channel planning
- Briefing and contracting suppliers

MODULE 4: PROJECT MANAGEMENT

- Project management
- Financial management

PORTFOLIO DEVELOPMENT AND FINAL SUMMATIVE

PRICE

Learnership: R59,000 per learner

- volume discounts available for bookings of 5 or more
- no minimum number of students

B-BBEE, SETA and Tax Benefits

The programme is SETA-accredited, aligned to the National Qualifications Framework (NQF) and optimised to deliver maximum Skills Development impact to both the employer's transformation objectives and B-BBEE scorecard.

Delivery

Our Learnership programmes have been specifically designed to deliver optimal benefit to both employer and learner, whilst enabling a structured, supportive learning environment.

Red & Yellow's signature workplace learning methodology leverages its 25-year pedigree as an institute of higher learning (accredited by the Council on Higher Education) and a world-class provider of online learning and corporate training, to deliver a unique learning experience that focuses on practical, work-based application to ensure that employees are able to immediately implement learnings in the workplace.

Online delivery means that learners can work through structured content, and then apply the knowledge gained immediately to their jobs. An added benefit is that they don't have to spend months out of the office to achieve their qualification.

With Red & Yellow's Learnerships, we provide the theoretical training and the employers provide the practical workplace development.

Online delivery:

-  Our world-class learning platform ensures delivery of a premium learning experience
-  Online content includes easily accessible course notes, lecture and explanatory videos, infographics, and industry-relevant case studies
-  Learning is structured, with assessments and subject course notes released according to the course calendar
-  A combination of online quizzes and written assessments are scheduled throughout the programme to track learner progress and provide evidence of learner achievement

The result is skilled, effective employees that are set to grow in their roles while helping drive revenues and transformation across our country.

“ My experience with Red & Yellow can simply be described with one word: serendipity. A chance encounter that set a chain reaction in motion, that would echo through the advertising industry and see my name amongst the “big people”. It really all started with a hunger to learn, but no means to afford it. Luckily Red & Yellow served as a great platform to satisfy that hunger. ”

Clementine Mojapelo – Former learnership student and Digital Account Executive at King James Digital

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