

National Certificate in  
Advertising specialising in

# Digital Content & Copywriting

SAQA ID: 58820 | NQF Level 5  
Learnership Reg. No. 15Q150074171245

Online Learnership Programme



Red & Yellow has been  
teaching **business**  
**leaders to think**  
**creatively** since 1994



# Programme Overview

## Programme Outcomes

At the end of this programme, graduates will be able to:

- Apply deep strategic thinking, in-depth research, insight development and conceptual ideation to communicate with your target audiences
- Create a strategic content plan that reinforces the brand positioning and promise
- Execute targeted content campaigns that delight consumers
- Write compelling, persuasive copy that influences customer behaviour
- Create strong customer relationships to improve customer lifetime value
- Build a brand reputation as a thought leader in its industry

## This Programme is Perfect For

- **Social media managers and content producers** looking to hone their craft and learn current **best practice**
- **Small business owners** who want to **engage more deeply** and effectively with their customers
- **Marketing professionals** who are under constant pressure to deliver **high-volume, high-impact communication campaigns**
- **Curious minds** who want to be at the forefront of the **content revolution**



# The Programme Details



## Entry requirements

NQF 4 qualification



## Duration

12 months (fully online)



## Time commitment

15 hours / week



## Qualification

National Certificate in Advertising -  
Specialising in Digital Content & Copywriting  
NQF Level 5 | SAQA Qualification ID: 58820



## Price

R59 000 per learner



We need to stop interrupting what people are interested in, and 'be' what people are interested in



- *Craig Davis*

*Former Chief Creative Officer, J. Walter Thompson*



# The Learning Journey

**Curriculum:** The programme comprises 4 modules, of varying lengths. There are 9 assessments throughout the year, followed by a final integrated assessment at the end.

## Module 1: Introduction to the Marketing Environment and Today's Consumer

An introduction to the online learning platform (Moodle) will be followed by an introduction to marketing strategy, with a look at how budding content and copywriting experts can analyse the marketing environment to help them place their content. Then we'll look at how to precisely identify the people for whom you're creating content.

## Module 2: Marketing Communications

Any good copywriter or content marketer needs to be able to communicate their ideas clearly. This module starts with a look at how to present your content/ copywriting ideas persuasively. Then we introduce various marketing channels on which you'll be expected to be able to write compelling copy, including online advertising, direct marketing, and social media.

## Module 3: Digital Content & Copywriting

Now that you have a solid grounding in the basics, it's time to get to the "DCC" part of digital content & copywriting. We start with a solid look at what content marketing is and why it's important. Then you learn some copywriting best practices, and you finish off by looking at how to apply your content and copywriting skills to specific digital channels.

## Module 4: Planning and control

You can be the best content marketer or the strongest copywriter in the world, and you'll get nowhere if you can't match your work to the available resources. This module covers how to plan resources for advertising assignments, and it looks at some project management tips to help you keep all your projects on track for on-time delivery



# The Learning Journey

## Get an in-demand marketing qualification

Clever advertising used to be all that's needed to persuade people to buy a product. But one-way messaging no longer works.

Consumers now expect to have two-way relationships with brands, making content marketing critical to adding this consistent value to their lives – be it through information, entertainment or education.

## How it works

This **SETA-accredited NQF level 5 National Certificate** is delivered completely online – allowing students to gain a critical qualification with minimal interruption to their lives.

The **30% theoretical** component is balanced by highly practical **70% workplace implementation** – so as new skills are learnt, students can start applying them immediately and add more value to the workplace,



# High-Impact Learning Tools

Why Red & Yellow has a reputation for producing graduates that can “hit the ground running”

## Applicable and practical assignments

- Designed to test your ability to translate the theory into practical implementation for successful outcomes.
- Geared so that you can apply what you're learning to your everyday work life, and your specific business challenges.
- Providing an incredible opportunity to prove your value, improve your performance, and impress your colleagues

### Engaging content in digestible modules

Enriched with infographics, videos, useful links to valuable resources, case studies and fun activities to deepen and entrench your learning

### Personalised Feedback

Recommendations and suggestions from subject-matter experts, tailored to your individual strengths and opportunities for personal improvement

### A dedicated team

Available on email, phone and the online forum to support, encourage and assist you. Think of them as your “virtual” support crew whose only focus is to help get you over the finish-line

# Our Human Touch

Learning you won't get anywhere else!



The reality is that AI and robots will replace many of the jobs we know today. The likes of NASA and Google are already ahead of the game in their early recognition of the importance of “soft” skills.

Our courses and programmes are designed to prepare humans for this unknown world, by combining topic-specific knowledge and know-how, as well as a selection of the 10 uniquely human skills we've identified that will set us apart from “robots”

Conflict  
Resolution

Social  
Intelligence

Creative  
Thinking

Critical  
Thinking

Adaptability

Persuasion

Leadership

Mindfulness

Empathy

Negotiation



# The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

## Real-world insights from experts

You’ll get “insider” access to exclusive videos from industry leaders and subject-matter experts - giving you tips, techniques and learnings invaluable to bringing your online learning to the real world. Our connection to industry is something we’re incredibly proud of, and it’s what sets us apart from the other institutions.

## A team of humans dedicated to your success

A team of real, live people (not bots) is allocated to every course. The Course Coordinators’ mandate is to cheer you over the finish line, keep you motivated, and ensure you have the best, most value-adding learning experience. And our knowledgeable team of Instructional Designers and subject matter experts are on standby for topic-specific questions.





Courses and programmes designed to prepare humans for this unknown world, by combining topic-specific knowledge and skills, with the most critical 10 uniquely human skills.

While online learning offers time-flexibility and the ability to study anywhere in the world; it can also feel a little lonely at times.

Red & Yellow is obsessive about offering a 'virtual classroom' learning experience you won't get anywhere else – combining human interactions, input from our academic team and industry gurus, with all the convenience you need.

# The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

## A trusted signal on your CV

We take our role – in equipping you with everything needed to grow your career – seriously. Our online courses are intended to put you through your paces, stretch your mind, and equip you with fundamental skills. It's the reason business leaders regard a qualification from Red & Yellow as the mark of a competent, capable individual, able to add value from day one – with the theoretical knowledge, the practical know-how and the human skills essential for future success.

## Original, carefully curated and relevant content

Rather than opting for the easier option of reselling content (created by others), we develop our courses internally – often roping in industry experts who run successful organisations – to ensure what you learn is both current and relevant to the South-African context. Courses are designed in response to market demand or skills gaps as they arise in this rapidly changing world.

# Have questions?

Give one of our amazing Business Relationship Managers a call at [087 227 3283](tel:0872273283) or pop us an email [corporatetraining@redandyellow.co.za](mailto:corporatetraining@redandyellow.co.za)

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CREATIVE SCHOOL OF BUSINESS  
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