

Digital Marketing Online Employed Learnership: Delivering critical digital skills to future-focused businesses

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Red & Yellow Creative School of Business introduces their unique 12-month Digital Marketing Online Employed Learnership, with registrations open until 30 November 2018.



Designed for corporates who want to develop and retain internal talent in this emerging and critical discipline, while benefiting from maximum B-BBEE Skills Development ROI. The best part is that learners don't have to take time off from work during the course, as all of the theory and learner support is delivered online and actual work-based learning and assignments count towards their study hours.

While effectively upskilling employees, corporates can take advantage of Seta funding grants, tax deductions and valuable points on their B-BBEE scorecards. They can also recognise both the full cost of the programme *and* the full salary of each learner for the duration of their participation in the programme.

This 12-month NQF Level 5 qualification is built on the National Certificate in Advertising framework and based on Red & Yellow's flagship Digital Marketing course. Andrew Allison, Red & Yellow's COO, says, "Corporates need to constantly upskill their people for relevance and longevity in the current business environment. This learnership is a key opportunity that could change the face and function of an organisation set on making a real difference."

Learners will be exposed to international best practice and gain the theoretical and practical techniques needed for a position in the field of digital marketing and advertising. As digital marketing becomes more competitive and complex, in-house marketing departments and agencies are increasingly in need of properly trained professionals.

"This is a game-changer. From digital marketing strategy and tactics, to digital media planning and optimisation, client-agency relationships and project management, employees will gain skills that they can immediately implement in their day-to-day roles," notes Su Little, course presenter and Red & Yellow lecturer. "On top of that, the tax and B-BBEE benefits are a huge win."

The learnership is open to all South African companies, and there is no minimum number of students necessary to enrol. Late enrolments will be accepted until Friday, 30 November 2018. Find out more about the learnership [on the website](#) or send us an email welcome1@redandyellow.co.za to sign up your team.

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