



Digital Marketing and Content (advanced)

ZTH-MKT-002 | Digital Makers | Specialisation | Digital business

0 weeks

duration

500 hours

learning time

2 x 2h

live sessions per week

US\$500.00

fee per learner

Specialist school with a monthly applied project and a work placement through Zambesi Digital Works. Career targets: Digital marketer, SEO specialist, content strategist, social media manager.

Delivery

Needs an internet connection

Suitable for

Tertiary and university, Women and girls, Working professionals, Small businesses and traders

What you will be able to do

- Complete a specialist school with an applied project every month and a final work placement through Zambesi Digital Works. Capstone and public portfolio required.

Hands-on practical work

- Run a six-week real client campaign
- content studio production

Resources and equipment

Laptops, phones, tripods, microphones, analytics and ad accounts

Off-grid and solar option

Offline content production; scheduled publishing

Assessment

At least 60% overall, all core projects, approved capstone, public portfolio, satisfactory placement report.

Career direction

Digital marketer, SEO specialist, content strategist, social media manager

Brands and e-commerce need campaign and content skills

Next steps

Entry from EX3; EX10; TR3; TR10





Enrol

Skills first, certificate second: you finish with something you can do and a QR-verifiable certificate to prove it.
Enrol online at <https://zambesi.ac.zw/course.php?slug=digital-marketing-and-content-advanced> or contact info@zambesi.ac.zw / +263 7X XXX XXXX.

