Oakfields College

EXTRAORDINARY EDUCATION



Digital Marketing Essentials

Build Brands & Drive Results Online

Master digital marketing strategies that drive real results. From audience strategy to analytics, learn to build brands and measure ROI. 36 hours

Your Choice: Full Programme or Individual Modules

This is modular. Take the complete journey or select specific modules. No prerequisites – start where you want.

FULL PROGRAMME (36 hrs)

Complete digital funnel

SINGLE MODULE (12 hrs each)

Focus on specific areas

The Modules

Audience Strategy Essentials

4 classes × 3 hrs

- Digital marketing landscape
- Audience research & targeting
- Customer journey mapping
- Content strategy fundamentals

Campaign Planning Essentials

4 classes × 3 hrs

- Social media platform strategies
- Campaign planning & execution
- Content creation for social media
- Paid advertising fundamentals

Analytics & ROI

4 classes × 3 hrs

- Google Analytics & tracking
- Social media metrics
- Campaign effectiveness measurement
- Data-driven decision making

Why Choose This Programme

Data-Driven
Measure, analyze & optimize.

Complete Strategy
Audience research to ROI.

Business Impact
Drive real, measurable results.

Current Tactics
Latest methods & tools.



Fee schedule on page 2

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FEE SCHEDULE– SHORT LEARNING PROGRAMMES

Fees valid from 1 May 2026

A non-refundable booking fee of R1,000 is required to secure your place. This amount will be deducted from your total module cost.

If you register and pay in full upfront for three or more modules, you will receive a 10% discount.

SHORT LEARNING PROGRAMMES	MODULE	PRICE	CAMPUS
Acting Fundamentals	Stage Acting	R 4 154	Lynnwood, Groenkloof Edenvale, Parktown, Blairgowrie
	Radio/TV Presenting	R 4 154	Lynnwood, Edenvale
Photography Foundations	Camera Basics	R 4 317	Lynnwood, Groenkloof Edenvale, Parktown, Blairgowrie
	Editing: Photoshop	R 4 317	Lynnwood, Edenvale Parktown, Groenkloof
Graphic Design	Photoshop Foundations	R 4 506	Lynnwood, Edenvale Parktown, Groenkloof
	Adobe InDesign	R 4 506	Lynnwood, Edenvale Parktown, Groenkloof
	Adobe Illustrator	R 4 506	Lynnwood, Edenvale Parktown, Groenkloof
Video Production Essentials	Videography	R 4 769	Lynnwood, Groenkloof Edenvale, Parktown, Blairgowrie
	Video Editing	R 4 769	Lynnwood, Edenvale
Sound Recording Basics	Sound Recording Essentials	R 3 449	Lynnwood, Edenvale
	Mixing & Mastering	R 3 449	Lynnwood, Edenvale
	Electronic Music Production (EMP)	R 3 449	Lynnwood, Edenvale
Digital Marketing Essentials	Audience Strategy Essentials	R 4 312	Lynnwood, Groenkloof Edenvale,Parktown, Blairgowrie
	Campaign Planning Essentials	R 4 312	Lynnwood, Groenkloof Edenvale, Parktown, Blairgowrie
	Analytics & ROI	R 4 312	Lynnwood, Groenkloof Edenvale, Parktown, Blairgowrie



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