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# CERTIFICATE IN DIGITAL MARKETING IN PARTNERSHIP WITH DIGITALLY SMART

## CERTIFICATE PROGRAM OVERVIEW

The Nelson Mandela African Institution of Science and Technology has partnered with Digitally Smart to offer a double-certification program in Digital Marketing.

The certificate course is delivered online. It consists of 4 weeks of instruction-led curriculum where participants are exposed to current trends and best practices in Digital Marketing. They learn about the main digital channels as well as the tools to leverage such channels to gain commercial advantage.

[Click here for more Information](https://digitally-smart.com/enrol-certificate-digital-marketing-nm-aist/) or Use the following link : <https://digitally-smart.com/enrol-certificate-digital-marketing-nm-aist/>

## COURSE CONTENTS

There are four modules in this course:

### Module 1 Digital Channels & Content Marketing

Broadly speaking, all digital marketing activities can be described as either paid or organic. This module examines the main difference between the two of them and provides a general overview of the key channels in each. In addition, the module reviews the importance of content marketing as a discipline and provides examples of how organisations can effectively use it in their businesses.

**DURATION:** 1 week

### Module 2 Search Engine Optimization (SEO)

The SEO module examines the various tactics for enhancing a website's position with search engines. The module covers the key concepts and terminology used within the field of SEO and equips students with the understanding of which are the main factors that influence a website's visibility on the Search Engines.

**DURATION:** 1 week

### Module 3 Web Analytics

The Analytics module provides insights about website visitors and about the range of specialist tools that are available to help you understand how to measure and monitor online traffic.

This module reviews the basic analytics terminology and students discover how to align business Key Performance Indicators (or KPIs) with analytics goals.

**DURATION:** 1 week

## Module 4 Social Media Marketing

The Social Media Marketing module showcases how to effectively engage with customers across social media platforms. Students appreciate the emerging trends in the social media space and the opportunity afforded by the 'always connected' social consumer.

**DURATION:** 1 week

[Click here to download brochure](#) or use the link below

<https://www.nm-aist.ac.tz/images/docs/DigitalMarketingBrochure.pdf>

## ADMISSION CRITERIA

To enrol to this course, applicants must meet at least one of the following requirements:

- holder of an undergraduate degree
- university student and completed 1 year of undergraduate study
- have a minimum of 2 years of formal professional experience

In addition, all applicants must have a good command in English.

## FEES & PAYMENTS

Fees for the certification course are 441000 TZS. This includes the tuition, access to the online learning material, course evaluations, Digitally Smart certification and the Nelson Mandela African Institution of Science and Technology certification.

### HOW TO GET CONTROL NUMBER AND DO PAYMENTS.

This is NM-AIST Payment Portal. The portal will enable you to create bill and request for control number, instructions on how to do payments are also provided.

#### How to Create Bill

- i. To create bill, click bills link then my bills.
- ii. Click create bill button
- iii. Select currency
- iv. Select bill items (services) you want to pay for. If you want to create bill with many items click "Add Bill Item" button to select bill another item.
- v. Click submit button to create bill.

**NB: If you want to do payments without specifying bill items, just select the Lumpsum option from the bill item selection and enter the total amount you want pay.**

#### How to Get Control Number

- i. Control number can be obtained only after creating bill.
- ii. From the Pending bills page, click "Get control number button on the right (The blue button)"

### How to do payments

After obtaining control number, record it and go to any of the following banks for payments (CRDB, TPB and NMB) upon your arrival at any of the banks listed, provide the control number to the teller to process the payment.

### Payments can also be done through Mobile Money (Tigo-Pesa, M-pesa, and Airtel Money) through the following steps:

Dial \*150\* 01#, or \*150\*00#, or \*150\*60# respectively

Select Pay Bills

Government Payment

Enter Reference Number (Control Number)

Enter the due amount

Confirm [by entering your password/pass code]

All payments are done by using control numbers, by following above instructions directly after login and filling personal information form. Please carefully read the payment instructions provided after receiving the control number for payment, please click the payment link <http://nepp.nm-aist.ac.tz/> it will direct you on how to fill your personal information and how to generate control number.

## ACADEMIC CALENDAR

Intake	Enrolment starts	Enrolment ends	Course launch date
December 2020	1 November 2020	30 November 2020	7 December 2020
January 2021	1 December 2020	31 December 2020	11 January 2021
February 2021	1 January 2021	31 January 2021	8 February 2021
March 2021	1 February 2021	28 February 2021	8 March 2021
April 2021	1 March 2021	31 March 2021	5 April 2021
May 2021	1 April 2021	30 April 2021	3 May 2021
June 2021	1 May 2021	31 May 2021	7 June 2021
July 2021	1 June 2021	30 June 2021	5 July 2021

### APPLICATION

[Click here to apply](https://digitally-smart.com/enrol-certificate-digital-marketing-nm-aist/) or Use the following link for application : <https://digitally-smart.com/enrol-certificate-digital-marketing-nm-aist/>

### MORE INFORMATION

For more information on the program please contact: [international.office@nm-aist.ac.tz](mailto:international.office@nm-aist.ac.tz)