

Online marketing course becomes part of curriculum

The online marketing and advertising module, offered for the past two years by The Red & Yellow School of Logic and Magic, a Cape Town-based school of advertising and marketing, will become a permanent part of the curriculum. The goal of this module is to equip young, aspiring marketing professionals with skills and knowledge in online marketing and advertising that they can apply in the real world.



2010 speakers

- Nic van den Bergh - Isobar - digital media strategy, planning and buying
- Sean Riley - Ad Dynamo - search engine marketing
- Rob Stokes - Quirk - social media and online reputation management
- Richard Mullins - Acceleration e-Marketing - analytics and retention strategies
- Allan Kent - AtPlay - creative

Diane Charton, MD of online strategic digital media consultancy, Acceleration Media, coordinates the course. As part of the course, students were presented with advertising briefs from brands and given the chance to create digital strategies that would address the needs of the clients. They were forced to work at breakneck speed to put their concepts together, adding an important practical dimension to the course.

"It was encouraging to see the strong interest in digital marketing and advertising among the students who will be the next generation of marketing professionals. They relished the opportunity to interact with, and learn from, some of the top minds within the industry, and we too enjoyed spending time with the students," she comments.

"So far, this course has exceeded our expectations. We have seen an increase in the development of student skills in this vital area in just two years," says John Cooney of the school. "The module arms students with insights into the very latest strategic and creative trends in the online advertising and marketing worlds. We look forward to making it an exciting and permanent part of our curriculum in years to come."

It is important for any young marketing professional who is about to begin a career, or who hopes to advance his or her

career, to understand the role that online has to play in the marketing and communications mix, Charton adds.

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