



COURSE PROSPECTUS

Digital Marketing Fundamentals

From zero to confident — every channel, one clear path.



CPD (UK)
Accredited



R1,800
Full Course

6 Weeks | No Experience Needed | Every Channel Covered

DOES THIS SOUND FAMILIAR?

Everyone talks about digital marketing. But where do you actually start?

SEO, social media, paid ads, email, analytics — it can feel like everyone else already speaks the language and you're still looking up what half the acronyms mean. You've maybe watched a few free videos, but nothing connects into an actual plan you could use for a job, a business, or a side income.

That's exactly the gap this course was built to close.



"I don't even know where to start — SEO? Social? Ads? All of it?"



"I feel like I'm falling behind while everyone talks about 'the algorithm.'"



"I've watched free tutorials, but nothing ties together into a real skill."



"I want a genuine, usable skill — for a job, my business, or extra income."

Digital Marketing Fundamentals gives you the full picture — one channel at a time — so you finish with real, usable skills.

THE COURSE

Every channel. One clear, guided path.

Digital Marketing Fundamentals walks you through every major channel — SEO, social media, content, email, paid ads, and analytics — in plain English, with real templates and hands-on practice, so it all connects into one working skill set.



6 Weeks

One focused module per week



Live + Self-Paced

Learn on a schedule that fits your life



CPD (UK) Accredited

Internationally recognized credential



Beginner-Friendly

No prior experience or jargon required

WHO IT'S FOR

Built for anyone starting from zero



Career changers exploring digital marketing for the first time



Small business owners who want to market themselves, not outsource it



Students and graduates building real, job-ready skills



Anyone curious about digital marketing who wants it to finally make sense

THE CURRICULUM

Six weeks. Every channel, connected.

Each week covers one channel in plain English, with a hands-on deliverable you keep.



WEEK 1

Digital Marketing Foundations

The full landscape, marketing funnels, and how customers actually decide.

→ Deliverable: *Your personal digital marketing roadmap*



WEEK 2

SEO & Website Basics

How search engines work, keyword basics, and simple on-page SEO.

→ Deliverable: *SEO audit checklist for a real website*



WEEK 3

Social Media Marketing

Choosing the right platforms, content planning, and organic growth.

→ Deliverable: *2-week social content calendar*



WEEK 4

Content & Email Marketing

Storytelling that sells, content pillars, and your first email campaign.

→ Deliverable: *Content plan + sample email*



WEEK 5

Paid Advertising Basics

How Meta & Google ads work, budgeting, and audience targeting.

→ Deliverable: *Sample ad campaign brief*



WEEK 6

Analytics & Your Next Steps

Reading dashboards, simple reporting, and building your portfolio.

→ Deliverable: *Final portfolio project & action plan*

WHY THIS COURSE IS DIFFERENT

Not another scattered tutorial. One connected skill set.



Free videos teach you one trick at a time. This course connects SEO, social, content, email, paid ads, and analytics into a single strategy — explained in plain English, with real templates you keep and hands-on practice, not just theory.

- No jargon — every concept explained in plain English
- Real templates and checklists you keep and reuse
- Hands-on practice on a real or practice campaign

YOUR FINAL PROJECT

Leave with a real digital marketing portfolio

You'll close the course with a portfolio spanning every channel you learned — something real to show an employer, or to run your own business with from day one.

- ✓ Your personal digital marketing roadmap
- ✓ A real SEO audit checklist
- ✓ A 2-week social content calendar
- ✓ A sample content & email campaign
- ✓ A simple ad brief and reporting dashboard



No prior experience needed — every week starts from the basics and builds from there.

WHAT YOU WALK AWAY WITH

By the end, you can



Explain how every major digital channel works, and how they fit together



Do basic SEO to help a website get found on Google



Plan and schedule social content that actually gets engagement



Write content and simple email campaigns that connect with people



Understand how paid ads work and set up a beginner campaign



Read analytics dashboards and report on what's actually working



CPD (UK) Accredited

This course is CPD (Continuing Professional Development, UK) accredited — an internationally recognized standard for professional learning. Even as a first course, your certificate signals real, verified skill — not just a completion badge.



A real starting point, not just a taster

You'll leave with a genuine foundation to build a career on, start a business with, or use to move confidently into our Advanced Digital Marketing course.



Ready to finally make digital marketing make sense?

Six weeks is all it takes to go from unsure to genuinely skilled.

FULL COURSE

R1,800

Once-off | All 6 modules + portfolio + CPD certificate

- ✓ 6 live + self-paced weekly modules
- ✓ CPD (UK) accredited certificate
- ✓ A real portfolio project across every channel
- ✓ Templates & checklists to keep for life

ENROLL NOW



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Next cohort starts soon — seats are limited