

Introducing Red & Yellow's Digital Marketing Employed Online Learnership

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Red & Yellow offers a variety of learnerships, but this one is particularly pioneering and unique as it takes place entirely online over the course of 12 months. Now in its third run, learnership students will gain a diverse range of digital, marketing and human skills (like creative and critical thinking), culminating in an NQF-registered qualification. This allows employees to work, learn and earn simultaneously.

The varied programme content provides students with a firm basis of digital marketing strategy, presenting skills, content marketing, UX design, project management, SEO, market research and a range of other valuable contemporary knowledge and expertise. These skills can be applied immediately at work, allowing both the students and the company immediate benefits from the outset of the programme. Moreover, this method of upskilling also gives learners a confidence boost that deepens the rewards of programme.

Corporates will get maximum B-BBEE Skills Development points ROI, high-performing teams, happier staff and SETA and tax deductions. Win-win is a clichéd expression, but in this case, it's spot on.



What's so great about an online learnership?

This format offers the greatest flexibility; learning can take place in the office or anywhere (geography doesn't matter), during lunch breaks, tea breaks, after hours and over weekends. As with all forms of staff training, allowances for learning time are strongly encouraged. And of course, there's none of the hassle involved in getting back and forth from venues.

Why are learnerships important?

Transformation is a critical issue in South Africa. While highly skilled teams and improved performance are excellent reasons to do a learnership, helping transformation in SA is significantly more important in the long run. The legacy of apartheid won't be addressed if we don't all make a concerted effort to play our part in changing society for the better. These programmes directly tackle education and unemployment crises as well as help companies build strong pipelines of talent, which assists transformation at varying levels in their business. Over time this leads to transformation at all levels across the organisation.

Why Red & Yellow?

Red & Yellow is known as one of the country's leading digital marketing institutions, but they've started extending into the realms of creative applications across broader business two years ago. From user experience design to entrepreneurial thinking, people management to design thinking, they have a lot to offer students. Industry partnerships play a fundamental role at the school, simultaneously shaping their educational content and endorsing it. Their human touch permeates everything they do, ensuring that every single student receives personal attention and guidance. With their expertise in digital skills, paired with their focus on human skills, they actively prepare all of their students for the future by making them pioneers of the digital revolution.

Red & Yellow's Digital Marketing Employed Online Learnership starts on 18 November and spots are limited. If you want to know more about the programme, please visit: <http://bit.ly/2NpNf1O>.

P.S. As of December 2019, there are new Skills Development targets for Bursaries. If you'd like to know more, or sponsor a student, we'd love to [chat](#).

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