

Quirk Education offers Bizcommunity readers discount or flagship course

eLearning institution Quirk Education, are offering you, as a Bizcommunity reader, an exclusive discount on our upcoming flagship course in Digital Marketing.

Issued by [Red & Yellow](#) 8 Apr 2013

Endorsed by the **Digital Media and Marketing Association (DMMA)** and the **University of Stellenbosch's Business School Executive Development LTD (USB-ED)**, this ten-week online course is designed to provide **aspiring marketers** and **working professionals** with a comprehensive and **industry relevant understanding** of **marketing in a digital age**.

Quirk Education prides itself on being the only education institution offering practical, solid and cutting edge digital market courses across a range of disciplines. This ensures that each student benefits from a business-relevant education delivered via an easy-to-use learning platform.

The Digital Marketing course has been crafted to provide you with a **holistic, practically applicable understanding** of the many digital channels and disciplines available to you, as well as providing insight into how to use these to **achieve your strategic objectives**. Crucially, it addresses the successful execution of digital campaigns that make full, measured and collaborative use of **Paid, Earned and Owned media**.

- Registrations close: 17 April 2013
- Course start date: 19 April 2012
- Cost: R6 950 (incl. vat)

The structure and content of the online course is based on the latest edition of Quirk Education's widely-used textbook, ***eMarketing: The essential guide to digital marketing***. This is broken into bite sized learning modules, supported by video lectures, quizzes, forums, tutorials, practical assessments and individual academic support. **This popular Quirk Education course is suited to you if you:**

- Are relatively new to digital marketing and Internet advertising
- Want to gain an excellent holistic understanding of the online space
- Want to learn about various channels, tools and platforms available and what these mean for personal and business growth
- Want to cement and accredit your industry knowledge and skills

The Quirk Education Learning Centre

Your course will be run via the Quirk Education Learning centre - an online platform designed to facilitate easy communication between lecturers, facilitator and students. Academic support is provided to you via the discussion forum; the course convenors are also contactable via email or telephone, ensuring you feel supported and completely at ease throughout your course experience.

In addition to its Digital Marketing course, Quirk Education offers a range of specialised courses for those already experienced in the online world, including but not limited to Online Reputation Management, UX Design, Mobile Marketing, and Digital Paid Media. This growing range of niche courses allows digital marketers to challenge themselves further, pushing their skillset beyond the competition while gaining an internationally applicable understanding of specialised digital disciplines needed to truly thrive within the industry.

If you would like to register for Digital Marketing or find out more about Quirk Education's exciting range of courses, visit www.quirk.biz/courses, email education@quirk.biz or call Kim Stavropoulos on +27 21 462 7353. Please make sure to quote the following voucher code when contacting Quirk Education:

WHY QUIRK EDUCATION

Quirk Education specialises in the synthesis of knowledge from partners like Quirk and BrandsEye, converting it into practical learning for marketers and entrepreneurs. Knowledge and practical application are delivered in the form of textbooks, online courses and workshops. Quirk Education's teaching material is recognised as the latest available knowledge from a new and evolving field. **eMarketing: the essential guide to digital marketing**, for example, was published by Quirk Education and is in use in some 450 universities and colleges around the world. In 2012, Quirk Education merged with South Africa's premier advertising college, the Red & Yellow School of Logic and Magic.

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