



Digital Marketing and E-commerce

ZTH-MKT-001 | Digital Explorers | Core | Digital business

10 weeks

duration

30 hours

learning time

2 x 1.5h

live sessions per week

US\$100.00

fee per learner

In this course you will plan and run a small online campaign.

Delivery

Needs an internet connection

Suitable for

Secondary-age 14-18, Tertiary and university, Small businesses and traders, Women and girls, NGOs and community hubs, Working professionals

What you will be able to do

- Plan and run a small online campaign
- open and manage an online shop
- use analytics
- handle orders, delivery and customer service

Syllabus

1. Customers and offers
2. Branding
3. Social media marketing
4. WhatsApp Business and messaging
5. Online shop set-up
6. Payments and delivery
7. SEO and search basics
8. Ads and budgets
9. Analytics
10. Campaign results presentation

Hands-on practical work

- Set up a live shop for a real product
- run a US\$5 campaign
- process mock and real orders
- write customer service scripts
- analyse campaign data

Resources and equipment

Laptops or phones, social accounts, free shop platform or the Zambesi sample shop, product photos, analytics access





Off-grid and solar option

Content created offline and published on connected days; paper order books for field practice

Assessment

Campaign report and shop quality review

Career direction

Digital marketer, e-commerce manager, social media manager, online seller, customer support agent

Online selling, social commerce and digital advertising roles are among the most visible new job types for young people

Next steps

From EX3 and TR2 foundation route; leads to MK3 Digital Marketing and Content

Enrol

Skills first, certificate second: you finish with something you can do and a QR-verifiable certificate to prove it.

Enrol online at <https://zambesi.ac.zw/course.php?slug=digital-marketing-and-e-commerce> or contact info@zambesi.ac.zw / +263 7X XXX XXXX.

