DIGITAL REGENESYS
Awakening Potential

IITPSA Accredited

DIGITAL MARKETING WITH AI

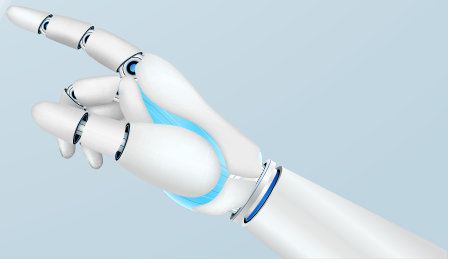
6 - Months Course



- International Certification
- Case Studies
- Live Classes

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A MESSAGE FROM THE CHAIRPERSON

I am delighted to welcome you to Digital Regenesys, part of the Regenesys Group. The purpose of Regenesys is to help individuals awaken their potential and achieve their dreams. New technologies, social media, and innovation have sparked a digital revolution that is rapidly changing the world. The digital revolution demands a new breed of professionals to succeed in the new digital world. To give you a competitive advantage, we have developed cutting-edge digital programmes in the areas of information technology and management. Our programmes are facilitated by leading experts, entrepreneurs, and academics from top local and international institutions.

Regenesys is a global education institute with a presence in South Africa, India, Nigeria, Kenya, Tanzania, Croatia, Botswana, Mauritius, Zambia, Zimbabwe & Uganda, delivering cutting-edge online and contact learning programmes. Over the past 25 years, Regenesys has educated more than 500,000 students from 180+ countries and delivered corporate education programmes to 1000 reputable local and multinational companies. The majority of them are large multinationals such as Mercedes-Benz, Microsoft, Coca-Cola, Barclays, and Samsung, to name a few.

Regenesys alumni occupy top leadership positions in multinational corporations and government institutions all over the world, and form a very influential alumni network that supports its members with business opportunities across the world.

Get inspired, energised, and transform your career with programmes grounded in the realities of the new digital world. I wish you success on your journey towards greatness.



- Dr Marko Saravanja
Founder & Chairperson,
Regenesys Education

IITPSA ACCREDITATION: A MILESTONE FOR EXCELLENCE

Regenesys Education is accredited by the Institute of Information Technology Professionals South Africa (IITPSA).

Established in 1957, IITPSA is South Africa's leading professional bodycommitted to growth of ICT Professionals and ensuring IT courses are high-quality, job-ready, and meet industry standards.

Why Is IITPSA Accreditation Important?

IITPSA accreditation is a hallmark of quality, affirming that Regenesys Education meets the highest standards in curriculum design, faculty expertise, and industry alignment.

It ensures our courses are recognised locally and internationally, providing our students with a competitive edge in the job market.

What are CPD Points?

CPD, or "Continuous Professional Development" refers to structured learning activities aimed at improving professional knowledge, skills, and competencies.

Purpose:

- To ensure professionals stay updated with the latest trends, tools, and best practices in their field.
- To maintain and enhance professional standards and career development.

Gain 30 CPD points through our IITPSA-accredited Digital Marketing Course with AI, globally recognised for advancing careers and fostering professional growth.

ABOUT THE COURSE

The Digital Marketing with AI course at Digital Regenesys is a practical, hands-on course designed for today's AI-driven marketing world. This 6-month course covers consumer psychology, content, social media, websites, programmatic advertising, e-commerce, and online reputation management, with AI integrated throughout. Open to beginners and experienced professionals, it focuses on real-world applications and emerging technologies. With 10 certifications aligned to Meta and Google Digital Marketing frameworks, the course helps you build

Here are some compelling statistics that highlight the growing importance of digital marketing in the years ahead:

80%
of advertising is expected to shift online by 2029.

$1 Trillion
is the forecasted global digital ad spend for 2026.

$ 1,189.5 Billion
is expected to be the global market size by 2033.



COURSE BENEFITS



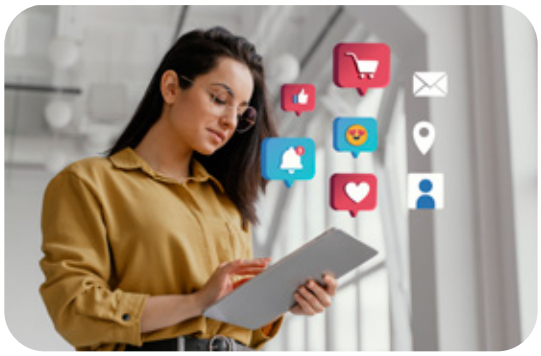
Global Recognition

Earn a globally recognised Digital Regenesys certificate that supports entrepreneurship opportunities and professional credibility worldwide. Build strategies that enable global reach and cost-effective marketing across digital platforms.



Expert-led Learning and Networking

Attend expert-led live sessions while benefiting from networking opportunities that support personal growth and industry exposure.



Updated Trend-Driven Curriculum

Stay updated with digital marketing trends through an up-to-date curriculum focused on developing valuable skills.



Practical Application Learning

Learn through hands-on activities designed to improve customer engagement and deliver measurable marketing results.



Flexible and Accessible Learning

Benefit from a flexible and accessible learning format designed for diverse learners and working professionals.



Career Growth Outcomes

Prepare for career advancement and entrepreneurship with skills that drive long-term personal and professional growth.



CAREER OPPORTUNITIES

AI Marketing Strategist

Product Marketing Manager, GenAI



Digital Marketing Manager

SEO and Growth Marketing Specialist

Content Marketing Manager

Paid Ad Specialist

GLOBALLY RECOGNISED CERTIFICATE



Upon completing the Digital Marketing with AI course, you will receive a globally recognised certificate from Digital Regenesys, validating your expertise in AI-powered digital marketing. This certificate represents your ability to plan, execute, and optimise campaigns, leverage GenAI tools, and achieve measurable marketing results. It adds value to your resume and positions you as a skilled professional ready to lead digital marketing initiatives and drive growth in any industry.

COURSE HIGHLIGHTS

Facilitator-Led Expert Sessions

Learn directly from experienced digital marketing professionals who share practical tips and real-world examples.

Interactive Learning Activities

Take part in live and self-paced exercises that make learning hands-on and engaging.

Latest Industry Concepts

Explore current digital marketing trends and AI tools to keep your skills up to date.

Knowledge Checks

Test what you've learned after each module to track your progress.

Capstone Project

Apply your skills in a practical project, planning and running a real digital marketing campaign.



WHO SHOULD ENROL

The AI-driven Digital Marketing course at Digital Regenesys is designed for beginners and experienced professionals who want to master AI-powered marketing, plan and optimise campaigns and drive measurable results across industries and digital platforms.



College students



Aspiring Digital Marketing Enthusiasts



Working Professionals



Entry to Mid-Level Managers



Aspiring Entrepreneurs

LEARNING OUTCOME

- Understand digital marketing channels, key GenAI concepts, and essential terms.
- Learn consumer psychology, marketing models, strategies, and trends, including practical GenAI applications.
- Track metrics, read reports, and use data visualisation tools to make informed decisions.
- Build and optimise websites using SEO, SEM, and AI tools for better performance.
- Plan and run content marketing strategies that engage audiences, build brand authority, and use GenAI for content creation.
- Include influencer marketing, social media campaigns, advertising, and analytics in overall marketing strategies.
- Work with Meta and Google platforms; set up campaigns, analyse insights, and measure results.
- Use programmatic advertising, paid media, keyword research, and ad account management effectively.
- Understand e-commerce platforms, payment systems, brand management, and implement AI chatbots.
- Apply mobile marketing, affiliate programs, podcasting, and other tools to boost engagement and monetisation.
- Manage online reputation, brand protection, and ORM tools, including addressing greenwashing.

COURSE CURRICULUM



Foundations of Digital Marketing, Consumer Psychology & Gen AI Integration

- Digital Marketing with Gen AI Overview
- Introduction to Marketing & Consumer Psychology
- Digital Marketing and analysing marketing reports.
- SEO Basics and Advanced With AI

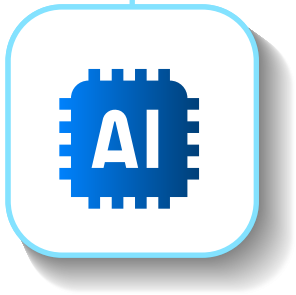
Introductory level



Strategy, Tools & Gen AI Integration

- Content Strategy & Creation
- Social Media Marketing - Facebook, Instagram, Twitter (X), SMS/ Whatsapp, TikTok, YouTube, LinkedIn
- Digital Marketing with Meta-Facebook and SEM Ecosystem
- Google Marketing

Intermediate Level



Advanced Applications, Affiliate Marketing, ORM, Media Buying and Planning & Gen AI Integration

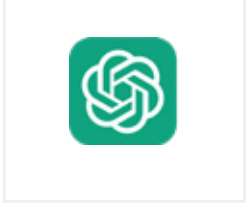
- Paid Media Marketing
- E-commerce & Gen AI
- Affiliate Marketing, Mobile Marketing & Podcasts
- IMC, Media Planning & Buying, Online Reputation Management

Advanced level

TOOLS COVERED IN THIS COURSE









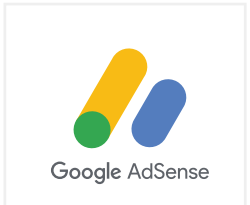


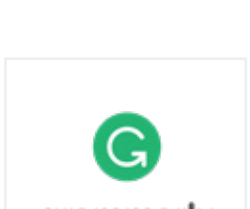




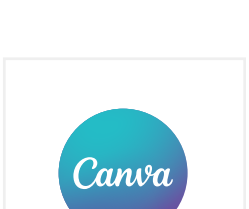


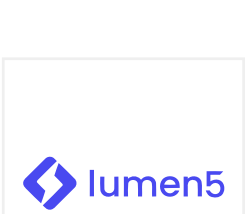




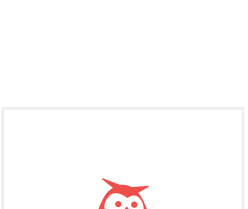


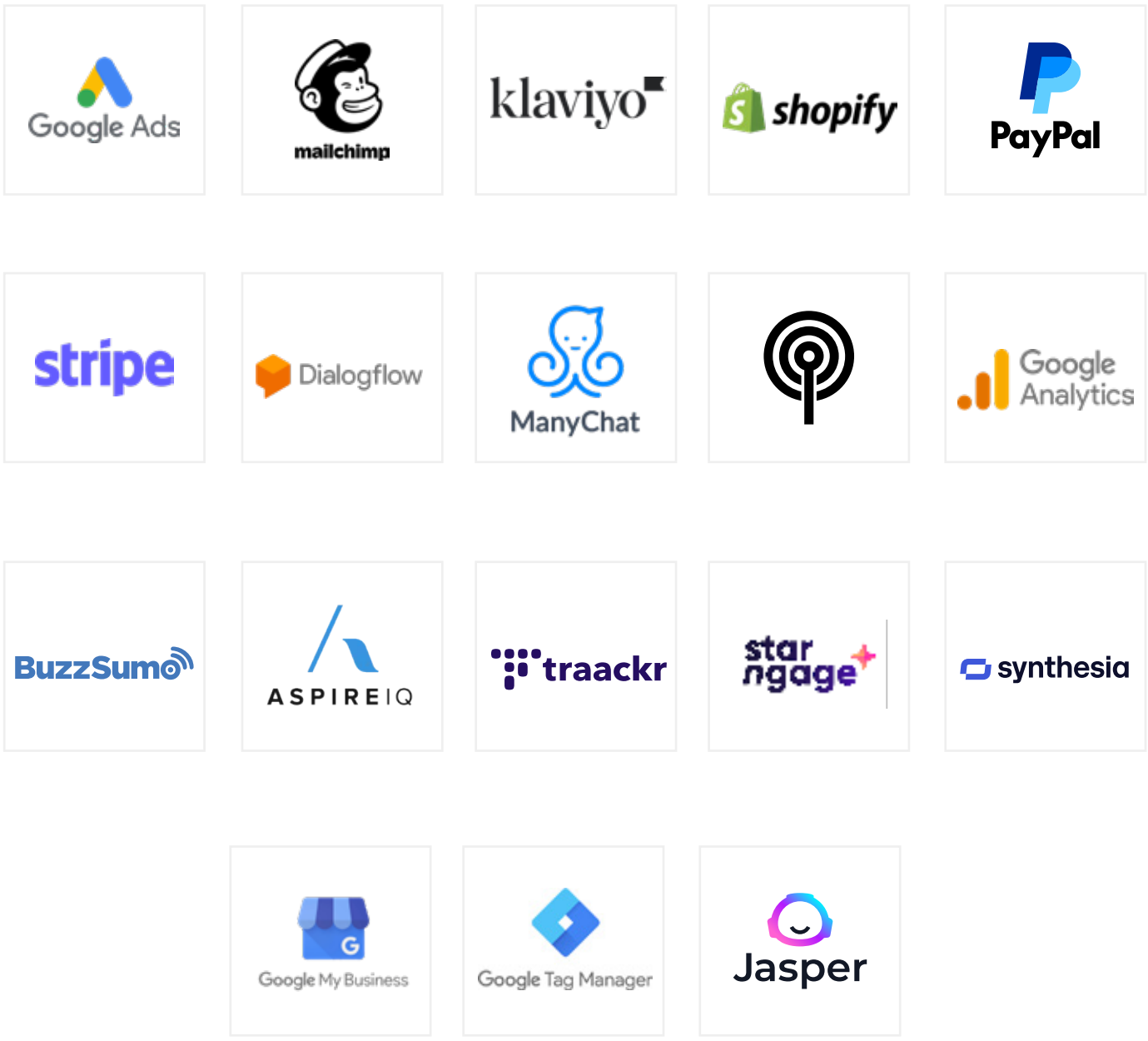











Google Ads
mailchimp
klaviyo
shopify
PayPal
stripe
Dialogflow
ManyChat
Google Analytics
BuzzSumo
ASPIREIQ
traackr
star ngage
synthesia
Google My Business
Google Tag Manager
Jasper

COURSE FEE

South Africa  R42,400	Tanzania  TSh4,432,700	Uganda  UGX5,520,800
Nigeria  ₦2,296,700	Kenya  Ksh220,480	India  ₹212,000
USA  $2,365	Botswana  P37,522	Namibia  $38,160
Zimbabwe  ZWG57,818	Zambia  ZMW52,714	Mauritius  MURs118,436
Lesotho  LSL42,400	Eswatini  SZL42,400	

OUR GLOBAL NETWORK

We Have Students Thriving in Over 180 countries, Supported By Our Offices In Eleven Key Locations Worldwide!



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