

Introducing new marketing courses for your integrated marketing strategy

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The Red & Yellow School is proud to announce four new part-time online courses that will be added to its existing portfolio of over 15 professional marketing courses.

Currently renowned for its digital marketing expertise, Red & Yellow is now branching out to cover a wider spectrum of [integrated and industry-focused marketing courses](#).

The new offering includes:

- **Marketing 101**, a five-week online course that covers the basic principles, jargon and tactics involved in marketing (course starts on 14 July 2014)
- **Marketing Strategy**, a five-week online course that focuses on putting together a solid marketing plan for any business, using a range of online and offline channels (course starts on 28 July 2014)
- **Personal Branding**, a four-week online course that guides students through discovering and improving their professional persona in order to succeed in the workplace (course starts on [date])
- **Digital Marketing for Tourism**, run in collaboration with Dr Richard George, author of *Marketing Tourism in South Africa 5th Edition*, and based on the flagship Red & Yellow course, is an eight-week online course that teaches tourism marketers and business owners everything they need to know about promoting their brands online (course starts on 14 July 2014)

Di Charton, the MD at Red & Yellow, is very excited about this new direction in the company's courseware. "It's great to capitalise on the school's existing marketing expertise and be able to deliver tried-and-tested integrated marketing education through our online training division."

All of the courses run by the Red & Yellow online training division are **conducted entirely online**, giving working professionals the **flexibility to choose when to study**. Each course also has a dedicated support team of knowledge experts and administrators, which ensure a practical, structured and informative learning experience.

To sign up for any of the new courses, or to browse Red & Yellow's full portfolio of marketing courses and customised training options, [click here](#).

° **Red & Yellow launches free-to-access online course in AI for South African teachers** 4 Apr 2024

° **How we empower young women in South Africa** 12 Mar 2024

° **Educating for impact: Red & Yellow students win trip to Harvard University** 11 Mar 2024

° **Red & Yellow starts the year as Top Educational Institution by Loeries Rankings** 5 Feb 2024

° **Red & Yellow celebrates hat-trick win as Pendering Awards' Top School** 19 Dec 2023

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