



PROSPECTUS

PROFESSIONAL DIPLOMA IN WEBTECH AND DIGITAL MARKETING



UNIVERSITY OF
SOUTH ASIA



#USALahore

Discover the University of South Asia





STUDY ALL COURSES OR JUST ONE – THE CHOICE IS YOURS!

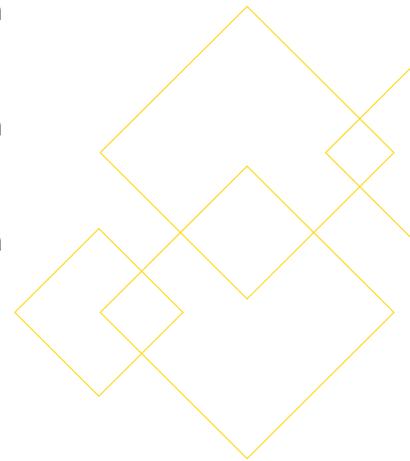
The Professional Diploma in Web Tech and Digital Marketing is a year-long diploma that imparts the tools and skills needed by young professionals to create a cohesive, effective online marketing strategy and presence.

There are 7 courses and a capstone project in this diploma that cover in detail all of the disciplines involved in best practice digital marketing and web technologies.

The advantage we have created for students is that they can study any course independently and receive a recognized certification for it, or study all the courses and gain the Professional Diploma in Web Tech and Digital Marketing.

INDIVIDUAL CERTIFICATIONS INCLUDE:

- USA Professional Certified Course in Web & Database Development
- USA Professional Certified Course in Digital Graphics Design
- USA Professional Certified Course in Digital Video Production
- USA Professional Certified Course in Sales Management
- USA Professional Certified Course in Digital Marketing
- USA Professional Certified Course in Mobile Application
- USA Professional Certified Course in Content-Advertising & Social IMC





Prospectus Content Guide

Everything you need to know to make an informed decision

Messages	02	Course 03 Digital Graphics Design	13
Eligibility	04	Course 04-A Mobile Application Development	14
Application Process & Fee Structure	05	Course 04-B Digital Video Production	15
Diploma Structure and Pathway	09	Course 05 Sales Management	16
Course 01 Web & Database Development	11	Course 06 Content, Advertising & Social IMC	17
Course 02 Digital Marketing	12		



Message from the Vice Chairperson

It's a pleasure to offer exciting diplomas and certifications from the platform of University of South Asia. We understand that universities are not a passive part of the technological disruptions that transform the world around us – they play an integral part in their creation. With this responsibility, we are rolling out carefully designed courses meant to address the need of today's market.

After all, we live in a time where every human on planet Earth will soon be able to engage with the rest of the world - digitally. An interesting statistic to note is that today globally the internet penetration is 53 percent according to 'We Are Social' analysis 2018. This is only set to increase annually, creating a massive digital platform for Pakistani students to go and offer their services.

At University of South Asia, we understand that it's about making sure people know how to use technology, and learn from it. In the days to come, digital skills will be recognized as strongly as basic skills along with literacy and numeracy. We therefore encourage people from varied backgrounds to participate in acquiring this essential skill set and benefit from this well-structured and project intensive program!

Hina M. Sadiq, Vice Chairperson



Message from the Vice Chancellor

Importance of Digital Technology in today's world cannot be ignored. Internet has put the whole world in a common person's hand. The opportunities provided by the internet to the common are immense. But the youth of Pakistan lacks the skills to properly utilize these opportunities and take advantage of the global market. Youth is a powerful tool that must be well-equipped and well-guided.

University of South Asia in line with its mission, aims to provide the necessary skills that enable its students to take advantage of the global world in front of them. Our new carefully designed programs will develop a skilled workforce which has the required skills and knowledge to excel in this digital world. USA wants to keep producing professionals who are capable of leading in their areas of specializations, becoming instrumental in the growth, development and prosperity of the nation.

Mian Imran Masood, Vice Chancellor

Meeting the minimum eligibility requirements

1. Do you have an Intermediate degree or equivalent qualification?
or
2. Do you possess a skill set that needs to be refined to reach its Global potential?
or
3. Do you have a basic understanding of computers or a passion to be a digital marketer?

NO MATTER WHAT YOUR BACKGROUND IS, WE HAVE A PATH FOR YOU.



This Professional Diploma and its individual certifications have been designed with flexible eligibility requirements to ensure students from varied backgrounds can participate in the Digital World.

ADMISSIONS

APPLICATION PROCESS

Admissions are conducted according to the published schedule where different courses are offered in different time periods. Please check schedule for the latest offerings.

All applications will be screened with regard to their suitability for the diploma or individual certification.

- **SUBMIT ONLINE APPLICATION FORM**

As soon as you submit your enquiry, it will go to our Admission Team. We will get in touch with you.

- **PAY COURSE FEES**

Once your application is approved, pay the course fees and begin your learning journey.

FEE STRUCTURE

PROFESSIONAL CERTIFIED DIPLOMA 1 YEAR

Registration Fee:	PKR 12,000
Security Fee (Refundable):	PKR 2,000
Monthly Fee:	PKR 8,000
Project Assessment Fee*:	PKR 10,000

Total Investment: PKR 120,000

PROFESSIONAL CERTIFIED COURSES 3 MONTHS

Registration Fee:	PKR 6,000
Monthly Fee:	PKR 8,000

Total Investment: PKR 30,000

*Collected at the time of Project Assessment
(Last month of Diploma)

Digital Marketing is the New Language for Business

Digital Marketing forms the backbone of today's economy. In recent times, traditional work skills and employment means have been replaced by digital technology, web tech, programming, coding and online employment opportunities. To be a digital technology optimist is a compulsion rather than an option. It is the skill that everyone should have irrespective of job profile and career plan.

Digital is the new norm and digital marketing has become a language, a medium for business and communications. There was a time when English was taken as a second language and considered optional but today it has become a compulsory ingredient for your job profile. There is really no debate on whether you should chose to know English well or not. Similarly, Digital Marketing may look like just another subject to many people and just a particular career option but in reality digital is going to be the major driver of the change in world to come. Forming the backbone of today's world economy it has become a compulsion for students, employees, professionals, innovators and entrepreneurs.

25%

World economy will be digital by 2020

40%

Year-on-year growth for digital marketing industry

5 Mn

Net loss of jobs by 2020 due to the emerging digital technologies

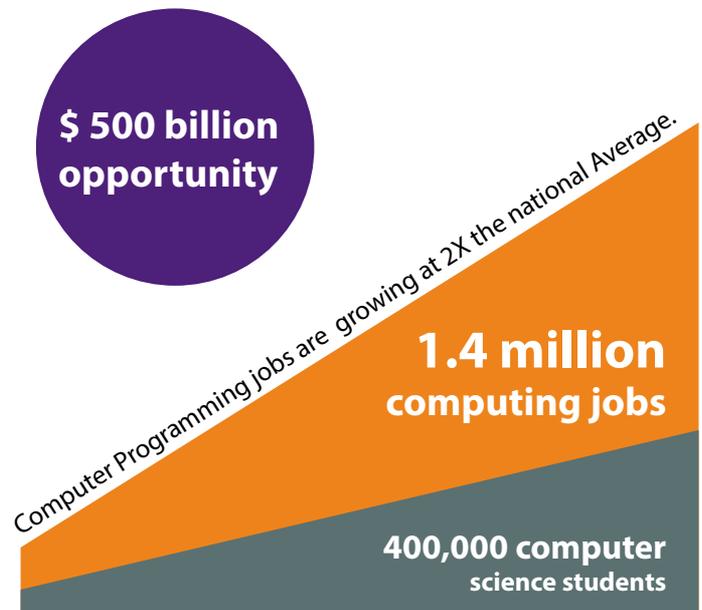
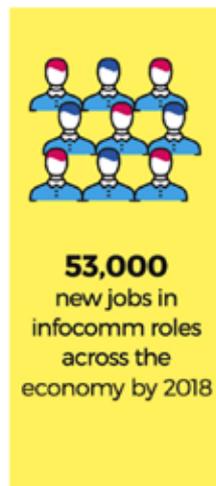




“DON'T GET LEFT BEHIND IN THE DIGITAL ECONOMY”

The Digital Economy is growing at an exponential speed and the potential for growth is tremendous. We live, work and consume in the digital age. Yet 50% of companies don't have a digital marketing strategy and many don't have the right digital talent.

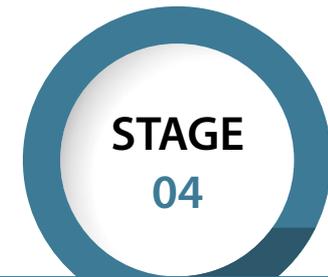
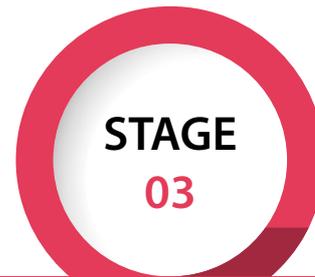
Here's why you need to invest:



Plan your digital marketing as a multi-channel route to more leads, more sales, retention and conversion – and your earnings could exceed £100k!

DIPLoma STRUCTURE & PATHWAY

Professional diploma in Web-Tech & Digital Marketing



Course 1 Web & Database Development

Course 2 Digital Marketing

Course 3 Digital Graphics Design

Course 4 Track 1-4A
Mobile Application Development
or
Track 2-4B
Digital Video Production

Course 5 Sales Management

Course 6 Content Advertising - Social IMC

Final Project
Industrial visits
Case studies
Internship/
Placements

Students can enroll in the Diploma program at any stage.

BENEFITS



**Grow Your
Income**



**Boost Your
Personal Brand**



**Build a Real
Portfolio**





COURSE 01

Web & Database Development

LEARNING OUTCOMES

- Learn to use WordPress
- Excel in designing and developing a static website by using HTML and CSS
- Understand how to create intuitive and easy to navigate buttons, images, links, drop down menu's, jump boxes, tables layout etc
- Master the creation of dynamic websites by using PHP (Hypertext Processor)
- Effectively use Ajax, J-Query and Bootstraps in websites
- Exposure to create ERD-Models
- Learn table creation in the databases (MySQL, Oracle)
- Understand Database Normalization
- Use SQL (Structure Query Language) to retrieve the data from the database
- Enhance your usage of complex queries, triggers, views and schema modification
- Create an Information Architecture document for a website
- Construct a website that conforms to the web standards of today and includes e-commerce and web marketing



COURSE 02

Digital Marketing

LEARNING OUTCOMES

- Understand the foundation and key terminologies of Digital Marketing
- Learn to plan, implement and measure a digital marketing strategy
- Acquire the technical know-how, understanding and insight to build and maintain an effective SEO strategy
- Learn how to execute AdWords campaigns and become a “Google Certified Adwords Professional”
- Understand Google Analytics
- Analyse social media analytics to extract actionable insights and observe trends
- Effectively recognize the different social media communication styles that apply to diverse audiences visiting different platforms: Facebook, Instagram, LinkedIn, Youtube etc
- Understand Facebook Pixel and its role in Audience Targeting
- Learn how to utilise Content Marketing to generate traffic



COURSE 03 Digital Graphics Design

LEARNING OUTCOMES

- Learn the essentials of Graphic design
- Exposure to Adobe Photoshop, Illustrator, Indesign and Urdu Typography
- Understand Pre-Press and Print Production, Post production
- Master campaign designing techniques and principles
- Learn to think broadly, be receptive to new ideas, and be prepared to generate novel and unexpected original content
- Enhance your understanding of typography, layout and design, color psychology, advanced advertising, promotional design and commercial illustration



COURSE 04-A Mobile Application Development

LEARNING OUTCOMES

- Learn the Fundamentals of Mobile App Development and develop a comprehensive overview of Android Studio
- Understand how to design and develop an android application using XML and Java Language
- Effectively learn to receive and pass data from User Interface such as TextView, EditText, Dialogue box, push notification etc.
- Learn Object Oriented Programming
- Understand how to perform, manage mobile application development activities and implement mobile applications that address business requirements
- Gain insight into new trends and features in the mobile device marketplace
- Publishing, deployment, management, and maintenance of mobile applications



COURSE 04-B

Digital Video Production

LEARNING OUTCOMES

- Learn the theories, techniques and practices of digital video production and screen culture
- Gain insight into basic video analysis
- Explore related concepts of documentary and experimental forms, team and project management, visual language, high definition broadcast TV studio production and short filmmaking
- Produce accurate and professional storyboards
- Understand how to record high-quality sound
- Understand DSLR production and get the opportunity to work on directing and producing projects



COURSE 05

Sales Management

LEARNING OUTCOMES

- Understand the role of Selling in Marketing
- Learn the principles, practices and tools involved in all aspects of the selling process
- Enhance your knowledge of consumer and organizational buying behavior
- Master the science of sales and learn key sales techniques
- Develop personal selling skills to address consumer need and problem identification, dealing with objections, negotiating successfully, closing the sale and following-up
- Exposure to Key Account Management and Relationship Selling
- Effectively understand the importance of sales environment, sales cycle and sales process
- Understand basic sales forecasting and budgeting
- Learn the purpose and process for salesforce evaluation



COURSE 06

Content, Advertising & Social IMC

LEARNING OUTCOMES

- Understand integrated marketing communication strategies for Social Platforms
- Enhance your awareness of how key elements within the marketing communications mix (e.g. Advertising, promotion, direct marketing and internet) are integrated
- Learn how to significantly improve brand recall (by consistently displaying your ads to your target audience) and drive brand awareness and interaction
- Understand your online audiences, where they are, what they want and how to engage with them
- Exposure to how digital advertising plays a role in the marketing ecosystem and customer journey
- Learn how to create engaging content that generates a real value exchange with your online audience
- Produce a portfolio of various content types like blogs, web copy, and social media content etc.
- Be able to inspire feedback, react to best effect, and measure success to online content



STOP THINKING
START DOING



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SOUTH ASIA



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