

Digital Marketing Institute partners with Vega School

The Irish-based Digital Marketing Institute announced a new partnership with Vega School of Brand Leadership to train over 3000 students in digital marketing in South Africa next year. The Institute forecasts that the South African market will generate revenues in excess of €3 million for the company by 2015.



Ian Dodson, president and CEO Digital Marketing Institute; Dr Carla Ensen, co-founder Vega School of Brand Leadership and Minister for Trade and Development Joe Costello TD.

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The school will deliver the Institute's Professional Diploma in Digital Marketing programme in its campus locations in Johannesburg, Pretoria, Cape Town and Durban. The company will also partner with local training partners Blue Magnet Training, Brandschool and Digital Academy South Africa to deliver the Professional Diploma in the region.

The Irish Minister for Trade and Development, Joe Costello, launched the programme in Vega School of Brand Leadership Johannesburg yesterday, as part of the Enterprise Ireland Trade Mission to South Africa.

"An excellent match"

Welcoming the announcement, Minister Costello said, "Ireland's strengths in education and eLearning provide an excellent match with South Africa's requirements. This new partnership confirms the international reputation of Ireland's education providers. Enterprise Ireland client companies have increased their sales to South Africa by 29% to over €100 million in 2011 and the education sector in particular offers very strong potential for ambitious and dynamic companies."

Speaking of the deal, Dr Carla Ensen, co-founder Vega said, "The school's purpose is to graduate a new breed of brand innovators. Digital marketing is one of the front-runners in exploring and developing new models to engaging stakeholders. Partnering with the global leaders like this reinforces our promise to students and industry."

The Institute has developed a range of world class industry programmes, which it is rolling out globally via a partner network. Ian Dodson, president and CEO of the Digital Marketing Institute said, "South Africa is a dynamic and growing

market for us and we are delighted to be bringing our programmes here. South African people are hugely committed to education, training and professional certification. We have contracted with some excellent training partners and we fully expect South Africa to lead the digital agenda in this region for years to come."

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