

ONLINE COURSE OVERVIEW

About us

Teaching business leaders to think creatively since 1994

The Red & Yellow Creative School of Business - or Red & Yellow, as it's affectionately known - is where talented people go to develop the career skills they need to thrive in the constantly changing digital world we live in.

Our mission is to teach the great leaders, inventors, creators and entrepreneurs for the 21st Century. We produce logical business thinkers who understand human behaviour and can use the magic of creative thinking to grow successful organisations.

Our online short courses

Digital Marketing

Our flagship 10-week course has led to many students promotions and expanded work portfolios, some have even started their own businesses as a result. Endorsed by the IAB SA and based on our 6th edition eMarketing textbook - widely used by academic institutions around the world - this course has not only boosted but changed careers.

Marketing Strategy

Endorsed by the IAB SA, this 4-module, 6-week online course is designed to equip individuals with all the strategic skills needed to compile, plan, measure and optimise a comprehensive marketing strategy for brands and businesses.

People Management

A 10-week course designed to equip leaders, managers and business owners with the people skills to attract, nurture, manage and retain top talent. Tailored to cultural diversity and relevant SA laws and legislation, this course will teach students how to manage organisational change, deal with poor performance, disciplinary matters and retrenchments effectively, and develop key talent in a way that aligns with 21st Century business needs.



Finance for non-Financial Managers

This 10-week course addresses one of the most popular, essential management skills in a punchy, online format that helps new (and not-so-new) managers quickly become a value-adding part of the business. Students will learn the basics of business finance and accounting, how to interpret and analyse financial statements, the principles of budgeting and management reporting and how to make good, financially-sound business decisions.

Entrepreneurship in Action

A 10-week course, exclusive to Red & Yellow, has been built by real entrepreneurs to equip innovators of the future with an entrepreneurial mindset and the skills and ability to turn disruptive ideas into sustainable business ventures, whether for start-ups or new initiatives within existing organisations.

Customer-centric Marketing Fundamentals

This course has been specifically designed to provide students with the fundamentals of marketing and brand management. It has a real-world focus and follows the customer-centric approach so essential to marketing in the digital world.

Project Management

Project Management is a skill in high demand across every industry sector. This custom-developed 10-week course will give students the tools, tactics and techniques to develop, implement and evaluate a project plan; and align it with operational objectives for achieving the optimal outcome, factoring in the constraints of time, resources and budget. Learn the art of communication, and how to tailor the message to the various stakeholders so that they get the information they need, and the business gets the best results.

Digital content and copywriting

Content is a critical part of any marketing strategy, and businesses that fail to recognise its importance will be left behind. The 10-week course covers the strategic copywriting and content creation skills necessary to plan, create and implement an effective digital content strategy. At the end, students will be able to set up a content marketing plan and manage communities across various platforms and channels with the end goal of building strong, trusting brand-consumer relationships.

Social Media Marketing

A 10-week online course designed to introduce individuals to effective social media marketing for their brand or business. The course provides a practical understanding of the latest in social media platforms, social paid advertising, best practices, tactics and strategies that can be implemented immediately.

User Experience Design

User experience design is the process of enhancing the pleasure a person feels when interacting with a product or service – specifically online. This custom-developed 10-week course covers why it's important, the basic principles of UX, the different roles it plays and how to apply key practices and methodologies in real business contexts. Students learn the tools, tactics and techniques to build a



user-friendly website interface, how to structure content in a way that makes sense, and use the understanding of how users think and behave to inform the design.

Paid Digital Advertising

This course is still in development, and will be launched late January 2019. We're partnering with an industry leader to upgrade our current Mastering Online Advertising course to ensure we equip students with the very latest skills and techniques in this increasingly complex digital marketing discipline.

Why Red & Yellow?

As a business school, we believe that creative thinking is an imperative skill for future success.

Three key differentiators that distinguish our online courses:

1. We've identified **10 uniquely human skills** that we believe will ensure humans stay ahead of the 'robots' - we build these into every course to guarantee our students and their careers are future-proof.
2. **Our courses are custom-designed** together with industry experts and knowledge partners, and teach practical, relevant and essential business skills that open up amazing career opportunities.
3. **Online courses delivered with our uniquely human touch.** The advantage of taking an online course is flexibility and convenience, but digital-only can also feel lonely at times. So we weave the human touch throughout - from our friendly Course Coordinators who are always available for support and encouragement, to weekly tutorial sessions with fellow students and subject-matter experts, to lectures - either live or recorded - to bring the learnings to life.