



# MAHATMA GANDHI INSTITUTE

## Short Course in Digital Marketing (Part Time)

### INTAKE 2026

Applications are invited from prospective candidates wishing to enrol on **the short course in Digital Marketing (Part Time)** on offer at the Mahatma Gandhi Institute, Moka.

This course is designed for learners who wish to acquire basic skills in marketing products or services on digital platforms. For individuals who are new to the creative sector, this short course will enable learners to get acquainted with the tools currently used to manage business ventures on each individual social media platform. Technical skills such as boosting ads, designing content for online platforms to target the right audience are the key fundamentals to launch their online presence.

The aim of this course is to:

- Explain the importance of social media for a business
- Equip beginners and entrepreneurs with the essential knowledge and hands-on skills to promote their products or services online effectively.
- Create and design digital content for online platforms with Canva
- Learn how to boost a post and curate your content with a plan
- Interpret digital marketing analytics in marketing reports

#### 1. Duration of Course

12 weeks course, once a week. Time: Either 15:00 – 17:30 during weekdays or 9:30 – 12:00 on Saturdays.

#### 2. Medium of Teaching

English

#### 3. Mode of Delivery

Blended

#### 4. Entry Requirements:

Applicants should possess a Cambridge Higher Certificate.

**OR**

Equivalent qualifications acceptable

Mature candidates may apply.

5. **Fees:**

**Registration Fee: Rs 1500/- (non-refundable)**

**Course Fee : Rs 2500/-**

**Mode of Application**

- Applications for admission on the above programme/course is currently open online at <https://mgiportal.ac.mu> and all procedures and instructions indicated therein should be carefully followed.
- Deadline for submission of online application is **Monday 22 June 2026.**
- Applications received after the closing date will not be considered.
- **Submission of Application**
  1. Apply online <https://mgiportal.ac.mu> as per the instructions.
  2. Verify all your entries.
  3. Upload a scanned copy (PDF format) of the following documents:
    - Birth Certificate
    - Marriage Certificate (if applicable)
    - National ID Card
    - Educational Qualifications
  4. Confirm your application.
  5. Applicants will receive an email if their application is accepted.
- The Mahatma Gandhi Institute reserves ***the right not to run the course*** if the number of registered students is not adequate.

14 May 2026

Moka  
Tel: 403 2000/2038