



**VICTORIA
UNIVERSITY**
Kampala · Uganda

**Come Prepared to Learn,
Leave Prepared to Succeed**



SHORT COURSES

DIGITAL MARKETING

The Internet and Online Customers have moved forward at such a fast pace that if you don't learn about the digital medium you risk foregoing potential sales, customers, business opportunities as well as have a gap in your future career in Marketing.

What You Will Learn From The Course

1. Gain a deep understanding of marketing and to understand why digital and social media elements of marketing are so critical in business.
2. Keep you at the leading edge with new knowledge and skills in Internet Marketing
3. Help you to build on your professional development and increase job security in a rapidly changing world of e-business.
4. Help you extend your marketing knowledge to identify new business opportunities
5. Learn how to create an Internet Marketing Plan & Presence.
6. Learn the latest e-marketing strategies about: SEO, PPC Advertising, Social Media, Web Analytics, Blogging, E-mail Marketing and more.

Who Should Attend This Course?

1. Entrepreneurs & Job seekers
2. Sales and marketing staff, online marketers and consultants
3. Marketing managers, communication specialists, webmasters and IT managers or those who would like to pursue a career in online marketing
4. Individuals developing or implementing an organization's online/digital strategy web designers, web developers, consultants

Cost	UGX 360,000/-
Duration	10 Weeks
Venue	Victoria University

Currently Enrolling

ENTREPRENURIAL DEVELOPMENT STUDIES

Entrepreneurship and Innovation is not just about startups: it is a topic that is rapidly growing in importance in government policy and in the behavior of established firms.

Upon Completion The Attendee Will Be Have Gained The Following:

1. Understanding the dynamic role of entrepreneurship and small businesses
2. Organizing and Managing a Small Business
3. Financial Planning and Control
4. Forms of Ownership for Small Business
5. Strategic Marketing Planning
6. New Product or Service Development
7. Lectures on the processes, tools and

Who Should Attend This Course?

The course is for Professional, Entrepreneur and Job seekers. It is also for school leavers, higher institution graduates and Small business owners.

Cost	UGX 360,000/-
Duration	10 Weeks
Venue	Victoria University

Currently Enrolling

**ADMISSIONS
OPEN**

APPLY NOW !



SPSS-STATISTICAL PACKAGE FOR SOCIAL SCIENCES

SPSS is one of the most used statistics programs for collection, organization and analysis of data, and perhaps the most user-friendly program. It is favored by most scholars in the field of social sciences, humanities, health sciences and business among others. This course module introduces participants to, data entry, management and analysis using the SPSS program. Common Univariate and Bivariate statistical analyses are introduced. The scientific reporting of SPSS results in relation to univariate and bivariate analyses is also introduced. Each SPSS session is preceded by a theoretical orientation, before applications in SPSS.

Who Should Attend This Course?

Scholars and practitioners in the field of social sciences, humanities, health sciences, business among others.

Cost	UGX 360,000/-
Duration	10 Weeks
Venue	Victoria University

Currently Enrolling

ENGLISH LANGUAGE COURSE

The English language course strengthens and enhances command of the English language for individuals who perhaps are not from English speaking countries and would like to pursue courses that are primarily taught in English, and also business people from non-English speaking countries that would like to improve their efficiency in the language.

3 Levels 72 Hours Of Study Each

1. Beginner
2. Intermediate
3. Advanced

Cost	USD 300 per level
Duration	3 Months each level
Venue	Victoria University

Currently Enrolling

BASIC COMPUTER APPLICATIONS

This course is conducted under the Holiday Makers' Programme. It provides skills on how to use computer applications when taking on your basic computer use tasks. It provides a full blend on MS-office packages that have become vital in business operations.

You Will Be Able To Get An Edge On Skills With A Blend Of Various Packages Like

1. Introduction to Computer systems and operating systems
2. Internet and email applications
3. Microsoft Word
4. Microsoft Power point
5. Microsoft Excel
6. Microsoft Access

Who Should Attend This Course?

The course is for Professional, Entrepreneur and Job seekers. It is also for school leavers, higher institution graduates and Small business owners.

Cost	UGX 200,000/-
Duration	4 weeks
Venue	Victoria University

Currently Enrolling

OTHER UPCOMING IT COURSES

1. CCNA
2. CISCO IT Essentials

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