

DIGITAL AND GROWTH MARKETING · THREE LEVELS

Make a business grow, and prove it was you.

Digital marketing is the business of putting an offer in front of the right people for a known cost, and proving afterwards what it returned.



NEXT COHORT Tue 10 Nov 2026 Applications close Sunday 1 November 2026. A new cohort every two months.	A LEVEL 3 months 11 teaching weeks at about 22 hours a week. Three levels in all.
CERTIFICATION Meta Certified Digital Marketing Associate 100-101. Compulsory, sat in week 11, awarded by the vendor, not by us.	PLACEMENT 2 months Remote, after Level 2, with a partner company. Unpaid. Every learner who meets the conditions is placed.
WHERE Campus in Yaoundé, or online Opposite POLYTECH. Same timetable, same coach either way.	TUITION 135 000 FCFA Per level, in three monthly payments of 45 000 FCFA at the founding rate for the cohort starting 10 November 2026 (150 000 FCFA for later cohorts), plus a 10 000 FCFA enrolment fee paid once. The certification exam is paid separately: \$44.40 for Level 1, at the vendor's price, no markup.

The certification is compulsory. Every level ends in an exam set and marked by AWS, Microsoft, CompTIA, Meta, Databricks or the Python Institute. It is worth more than our own certificate, because it is read the same way in Yaoundé, Lagos, Lisbon and Toronto. We buy the voucher at the vendor's own price, with no markup.

The three levels

LEVEL 1 · 3 MONTHS

Digital Marketing Foundation

Run a campaign for a real business and report honestly on whether it worked.

Certification: Meta Certified Digital Marketing Associate (100-101), \$44.40

LEVEL 2 · 3 MONTHS

Performance Marketing Associate

Manage a real budget and answer for the return, with measurement you built yourself.

- Meta Ads in depth
- Google Ads in depth
- Measurement and server-side tracking
- Conversion optimisation
- CRM and lifecycle marketing
- Attribution and reporting
- Generated creative and copy: producing variants at volume, testing them, and the brand and legal lines you do not cross
- Professional core: writing, English and French, client meetings
- Capstone: a managed budget with a defended return

Certification: Meta Certified Media Buying Professional (410-101), \$68

LEVEL 3 · 3 MONTHS

Growth & Lifecycle Marketing Professional

Own a funnel end to end (acquisition, conversion and retention) for a real client, and prove what changed.

- Funnel architecture
- Retention and lifecycle
- Experimentation and incrementality
- Marketing automation built with code and AI
- SmartSana Labs: supervised client engagement
- Consulting practice
- Portfolio and defence

Certification: Meta Certified Marketing Science Professional (200-101), \$68

Level 1, week by week

WEEK	FROM	FOCUS	WHAT YOU BUILD
1	10 Nov	How marketing actually makes money. Positioning, the offer, and who it is for.	A positioning brief for a real Yaoundé business.
2	16 Nov	Audience and competitor research. The funnel, honestly explained.	A research pack and funnel map. Google Ads coursework begins.
3	23 Nov	Copywriting and content production, with AI as a tool and not a replacement.	A content system you can run every week without burning out.
4	30 Nov	Organic social and community management. Meta Business Suite.	Project 1: a 90-day content plan, live and running.
5	7 Dec	SEO fundamentals and local SEO for businesses that serve one city.	Project 2: a local SEO project with before-and-after ranking evidence.
6	14 Dec	Measurement I: GA4, events, UTM tags, Google Tag Manager.	A working analytics setup. Free certification: GA4.
7	4 Jan	Landing pages and conversion. What makes people act.	Project 3: a landing page with conversion tracking you built yourself.
8	11 Jan	Meta Ads: audiences, creative, budget, and your first campaign with 30 000 FCFA of real money we provide.	A live campaign with real spend and real results.
9	18 Jan	Google Ads Search: keywords, quality, bidding, optimisation.	A running search campaign. Free certification: Google Ads Search.
10	25 Jan	Email and CRM basics. Reporting in Looker Studio.	Project 4: a measured campaign report with what you would do differently.
11	1 Feb	Certification week. Portfolio finalised and defended.	You sit the Meta Certified Digital Marketing Associate exam (100-101). Demo day, and your Career Passport.

Cohort calendar

STARTS	ENDS	APPLICATIONS CLOSE
Tue 10 Nov 2026	Fri 5 Feb 2027	Sun 1 Nov 2026
Mon 11 Jan 2027	Mon 29 Mar 2027	Sun 3 Jan 2027
Mon 8 Mar 2027	Mon 24 May 2027	Sun 28 Feb 2027
Mon 10 May 2027	Mon 26 Jul 2027	Sun 2 May 2027
Mon 12 Jul 2027	Mon 27 Sep 2027	Sun 4 Jul 2027

Where this trade is practised

WHERE THEY WORK	ROLES YOU WOULD APPLY FOR
Small and medium businesses	Realistically the fastest route to a first paid engagement, and the easiest place to show a measured result.
Agencies and media houses	Media buyer · account executive · performance analyst
Retail, FMCG and distribution	Trade marketing assistant · e-commerce executive · brand assistant
Banks, insurance and telecoms	Acquisition analyst · CRM and lifecycle executive · digital campaign manager
Remote-first employers abroad	Performance marketing is bought on evidence. A managed budget with a documented return travels across a border better than almost any other junior portfolio.

What we will not promise: a job, a visa, or an employment rate we cannot evidence. We have not run a cohort to completion yet, so this brochure carries no outcome figures and we will not borrow anyone else's.

Enrol or ask a question: <https://academy.smartsana.com/request-information.html> · academy@smartsana.com · +237 694 66 58 35.
Campus open Monday to Friday, 9 am to 9 pm; Saturday, 9 am to 6 pm.

Prices are correct at 9 October 2026. Vendor exam prices are the vendors' own and are re-quoted before purchase. We do not offer the HND, the DQP, the CQP or any other State or MINEFOP qualification; our certificate is not a State diploma (in Cameroon, only the State issues diplomas). The 10 000 FCFA application fee is the enrolment fee: paid once and not refundable. Each tuition payment is refunded in full if you ask within 14 days of making it.