StaffCPD | Affordable CPD for All

Certificate in Social Media Marketing

CPD Certificate • Accredited by UK Versity and The CPD Certification Service

COURSE TYPE	DURATION	ASSESSMENT	STUDY MODE	ACCREDITED BY
CPD Certificate	4–6 weeks	Online MCQ (50% pass)	Online / Self-paced	UK Versity & CPD Certification Service

COURSE OVERVIEW

In the past couple of decades, Social Media has begun to play a role in marketing that is undeniably potent. More and more brands are using systems such as Twitter, Facebook and YouTube to build on the amount of people that their business reaches. Further to this, sites such as LinkedIn have made it possible to develop new business and learning connections through one's online presence. Thus, in the modern world, Social Media Marketing is an increasingly essential skill to have. This short course will go into the basics of this, exploring why this has become so essential, how to use it to your advantage and what the core principles of this platform are.

WHAT YOU WILL LEARN

- Explain What is Social Media
- Explain What is Social Media Marketing
- Explain Why Social Media Marketing is Important
- Describe the Steps to Establish Social Media Marketing Strategy
- List the Various Social Media Channels
- List the Various Tools for Measuring Activity of Social Media
- List the Core Principles of Social Media Marketing

ENTRY REQUIREMENTS

- There is no previous experience or qualifications required for enrolment.
- It is available to all students aged 18 or over, of all academic backgrounds.
- Basic understanding of English language is required to attend this course.
- You'll need a smart device (PC/Mac/Tablet) with an Internet connection.

CAREER AND PROGRESSION

This course is useful for anyone interested in going into marketing who wants to understand more about how Social Media works. You may be looking to work on this area in particular, or simply be interested in learning more about how you can use Social Media to your advantage. This can also be taken as a CPD course for current professionals.

ASSESSMENT & ACCREDITATION

This course does not involve any written exams. Students will be assessed by Multiple Choice Questions (MCQ) and achieve 50% marks. This course is accredited by UK Versity and The CPD Certification Service. On successful completion you receive a certificate you can verify at staffcpd.com/verify-your-certificate.

Course Fee: £20

100% online | Instant access on purchase | 12 months' access

BUY NOW
staffcpd.com

StaffCPD
11 Woodcock Court, Modwen Road, Salford M5 3EZ
Tel: +44 7484 361 688 | info@staffcpd.com | www.staffcpd.com

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