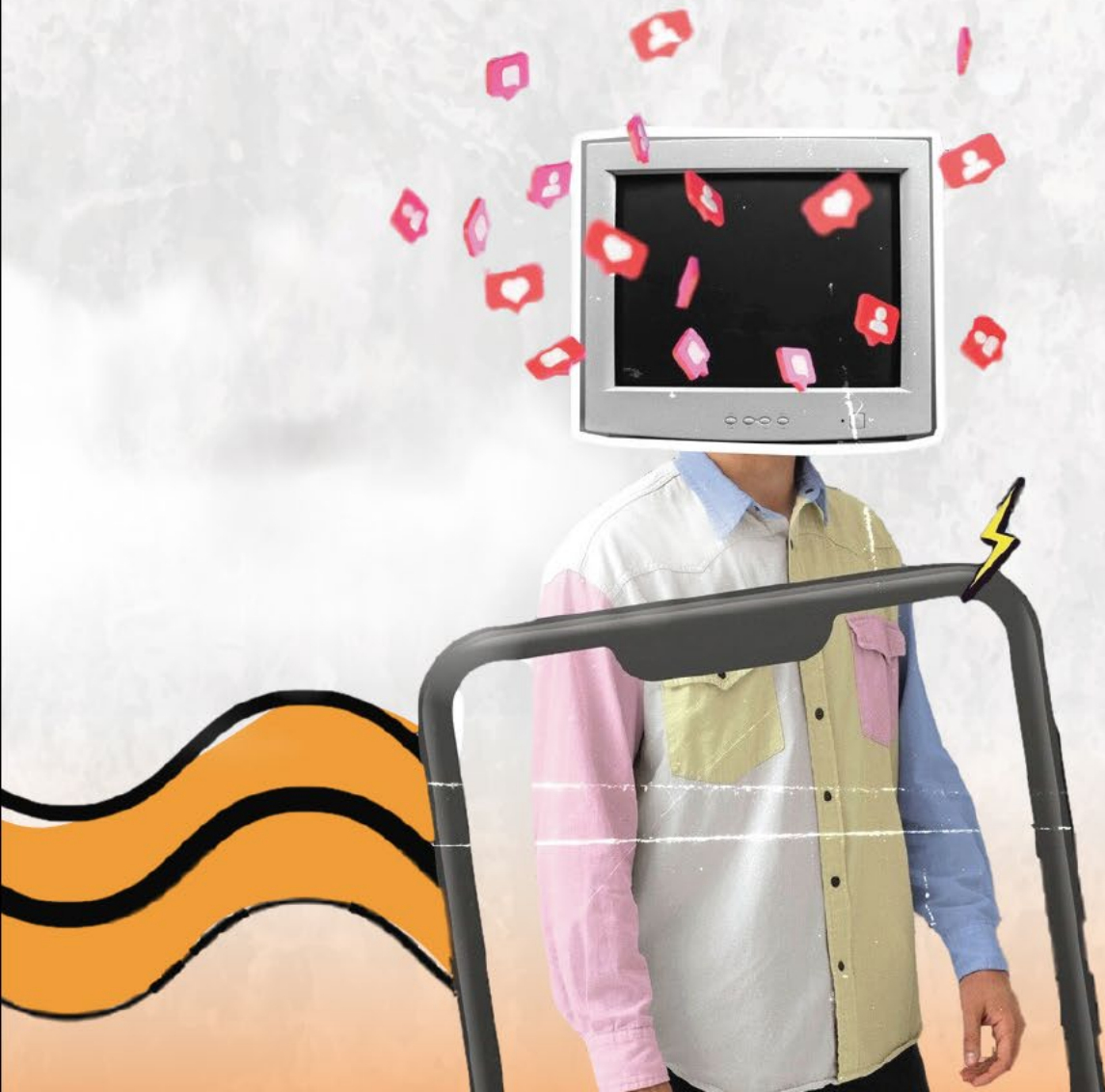


Social Media Professional for Business program



Summary

Join our Certificate in Social Media Professional for Business program offered by Origin Training Institute. This comprehensive training course, accredited by SFEDI Awards, is specifically designed to equip jobseekers, students, and individuals looking to transition their careers into the field of marketing with the essential skills and knowledge required to succeed in today's digital landscape.



Why this course?

In an increasingly digital world, social media has become an integral part of business marketing strategies. Our program aims to provide participants with a deep understanding of social media platforms, enabling them to effectively engage with audiences, establish and maintain a strong online presence, and promote products and services through various social media channels.

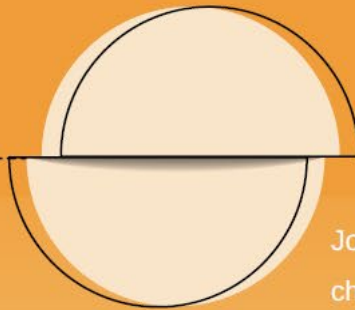


With the guidance of our experienced instructors and industry experts, you will learn how to leverage social media to conduct market research, understand the benefits and risks of product / service promotion, and develop engaging content tailored to different media formats such as books, magazines, and newspapers. Through a combination of theoretical knowledge and practical exercises, you will gain hands-on experience to navigate the social media landscape confidently.

Target Audience



Professionals in non-marketing roles:
Expand skill set, incorporate social media into job responsibilities, and adapt to the digital marketing landscape.



Jobseekers, students, and career changers: Enhance employability, transition careers, and stand out in the job market by acquiring essential social media skills.



Requirements

Certificate in writing for Mass Media

- Analyzing Audiences for Media Content.
- Customer experience through social media.
- Principles of Effective social media.
- Writing for print.

50 Hours

- Social Media for Business Use.
- Principles of Social Media for Business Use.

32 Hours

Level 1 Award in social media for Business Use

Level 2 Award in the Promotion of Products and Services through social media

- Promotion of Products and Services Through Social Media.

40 Hours

