

DON'T SETTLE



**FOR SOCIAL MEDIA
MARKETING THAT
DOESN'T BUILD
BRAND LOVE.**

SHORT COURSE

SOCIAL MEDIA MARKETING SHORT COURSE

ONLINE

SOCIAL MEDIA MARKETING ONLINE SHORT COURSE

11 WEEKS (including orientation)



Social Media has exponentially exploded over the past decade, and often is misguided in its understanding of the true nature of this powerful network. The Social Media Marketing short course not only aims to uncover the myths around this powerful branding tool but aims to enhance all participants understanding of social media, and provide the know-how to use it effectively.

What is communicated, how it is communicated, and the authenticity of messaging can make or break a brand. Social media marketing requires a focussed approach built on brand values and purpose, integrating both owned and earned media options. In this short course we examine how brand owners, managers and communicators are leveraging social media choices to deliver authentic and consistent communication to maximise brand building opportunities.

THIS SHORT COURSE COVERS

Understanding the social media landscape

Critically assessing the platforms and tools available in the social space

Uncovering the theory and practical approach to leveraging social media for brands today

How to create effective social media strategies, applying practical contemporary tactics

Social media playbook development to support your brand, including crisis management

Key metrics and amplification of return on investment in the social space

Measuring and monitoring your social media strategy

Uncovering best practices to enhance your social media space

TO ASSIST YOU IN SUCCEEDING IN YOUR ONLINE JOURNEY, OUR TEACHING APPROACH IS

- Student-centric: we facilitate your thought processes to foster innovative ideas and creative solutions
 - Authentic: we use real-life examples and case studies
- Activity-based: We move your learning forward through applied activities and assessments
- Question-based: we ask you questions to provoke deep thought and insights about course material

TO SUCCEED IN YOUR ONLINE JOURNEY, YOU NEED TO BE

- Self-motivated and invested in your learning achievements
- Disciplined and able to juggle studying with work and family commitments
 - Able to maintain a diligent pace

WHO SHOULD JOIN

The course is aimed at individuals who are marketing managers, social media managers, brand managers, entrepreneurs, business owners, PR professionals, communication managers and marketing professionals.

THE ONLINE DELIVERY INCLUDES

- An online campus geared to support students and motivate engagement
- An online learning system that leads students through the content, prescribed material and activities
- Online academic navigators (tutors) who are subject experts and maintain the human experience of the learning process
- Online success navigators who support students throughout the learning journey
 - Access to our online Information Centre

Note: While you can generally structure your study time as you need, there are scheduled online sessions during which you will get mediated support. Scheduled assessments in the form of online activities, assignments and exams are paced to ensure your studies progress to achieve your qualification within the recommended timeframe. A reliable internet connection, own device with (at least) Windows 8 and Google Chrome, are all essential to enrol on this short course.

HOW WILL I BENEFIT

- Connect with audiences through social media to generate brand awareness, leads and sales, and increase brand equity
- Use the numerous social media categories and platforms to understand and reach an audience
- Leverage new ideas and channels for engaging with an audience more effectively
 - Plan social media activity to maximise available opportunities
- Understand social metrics and their value in monitoring and tracking brand performance

FEES

- **External Finance Option:** Learning Loans (Pty) Ltd, a registered credit provider (NCRCP9789), is offering Vega short course students an easy and affordable way to finance their studies with study loans offering extended payment plans. Learning Loans' vision is to help you invest in your future with a seamless application process that can be done on an online platform. Visit their site to find out more <https://www.learningloans.co.za/apply-vega>

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