

Social Media & Marketing

Business-ready skills for growth, operations, and

A practical, student-friendly outline covering social Media Marketing.

MODULES

3

LESSONS

30

FORMAT

Self-paced

Module Breakdown

MODULE 1

Social Media Marketing

Course Intro
How to Utilize Social Media
Client Briefs
Target Markets
Personas Pt 1
Personas Pt 2
Personas Pt 3
Competitive Analysis Pt 1
Competitive Analysis Pt 2
Competitive Analysis Pt 3

MODULE 2

Social Media Marketing

What is the Right Content for You
Images Pt 1
Images Pt 2
Images Pt 3
Images Pt 4
Images Pt 5
Video Pt 1
Video Pt 2
Video Pt 3
Video Pt 4
Live Videos and Engagement Pt 1
Live Videos and Engagement Pt 2

MODULE 3

Social Media Marketing

What are Analytics and How to Use Them
Free Analytic Tools Available
Paid Services to Consider Pt 1
Paid Services to Consider Pt 2
Finding the Right Hashtags
What is Automation
How to Best Use Automation
Course Outro