

**SCHOOL OF
MANAGEMENT AND COMMUNICATION**

**PROFESSIONAL CERTIFICATE IN
SOCIAL MEDIA
ENGAGEMENT**



**DIGITAL MARKETER
ESSENTIALS**

DESIGN AND DEVELOP BASIC SKILLS,
CONTENT AND STRATEGY IN MARKETING
FOR SOCIAL MEDIA

LEARN THE PRINCIPLES OF PERFORMANCE
MARKETING WITH COMMON ONLINE
ADVERTISING PRACTICES

SIGN UP NOW!



**ANALYSING YOUR SOCIAL
MEDIA PERFORMANCE**

GAIN INSIGHTS FROM THE ANALYTICS
TOOLS NATIVE TO THE VARIOUS SOCIAL
MEDIA CHANNELS TO CREATE CONTENT
THAT ATTRACTS YOUR AUDIENCE

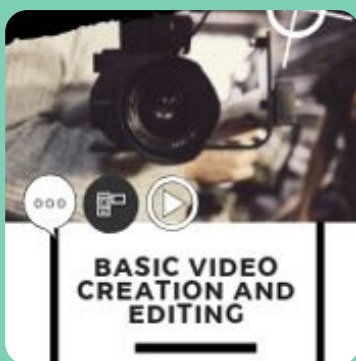
SIGN UP NOW!



**DEEPENING RELATIONS
WITH YOUR CONSUMERS
THROUGH SOCIAL LISTENING**

LEARN THE BASICS OF SEARCH
ANALYTICS AND SOCIAL LISTENING
TOOLS TO IDENTIFY TRENDING
TOPICS AND UNDERSTAND YOUR
AUDIENCES BETTER

SIGN UP NOW!



**BASIC VIDEO CREATION
AND EDITING**

APPLY BASIC VIDEOGRAPHY AND
EDITING TECHNIQUES TO VIDEO
PRODUCTION AND THE USE OF MOBILE

SIGN UP NOW!



**STORYTELLING FOR
BUSINESSES IN THE
DIGITAL ERA**

CRAFT COMPELLING MEMORABLE
STORIES TO CONNECT WITH AUDIENCE
ACROSS DIFFERENT BUSINESS
SETTINGS AND PLATFORMS

SIGN UP NOW!



**LEVERAGING ON IMMERSIVE
MEDIA FOR MARKETING
COMMUNICATIONS**

BE EQUIPPED WITH THE SKILLS AND
ABILITY TO CREATE IMMERSIVE
MARKETING SOLUTIONS TO ENGAGE
CONSUMERS AS PART OF BUSINESS
STRATEGIES

SIGN UP NOW!



**GET AWARDED WITH A PROFESSIONAL
CERTIFICATE IN SOCIAL MEDIA ENGAGEMENT
UPON COMPLETION OF ALL MODULES**

REGISTER NOW