

**Become a creative
online marketer**

Social Media Marketing



Certificate of
Competence

Give your organisation the edge with high-level social media marketing skills

WHY?

- Confidently navigate the social media highways with knowledge of the essential principles of social media engagement
- Keep up to date with current online marketing trends

Build the skills necessary to provide much-needed exposure for your product, services and organisation on top social media platforms.

Aimed at

- Entrepreneurs and aspiring business creators/owners
- Content creators and community co-ordinators and managers
- Existing or aspiring marketing practitioners



Duration: 7 consecutive weeks of online learning content (asynchronous), one exam in week 9



Price: (including VAT in South Africa)
ZAR 15 990.75

IMAGINE

Transforming the way you connect and interact with existing and new customers while gathering meaningful data about them to ensure your messaging, brand and offerings resonate and positively influence revenue growth for the organisation.

Learning outcomes

- Identify different social media platforms and the way in which you use them for marketing purposes
- Demonstrate an understanding of how to design an effective content marketing strategy
- Demonstrate an understanding of how to manage a social media community
- Interpret data collected through advertising campaigns
- Understand how to measure the effectiveness of a campaign, using the data that is collected
- Demonstrate an understanding of brand identity
- Implement a social media marketing strategy using the tools and resources you have been given

The aim of this course is to develop specialist skills in social media, to enable participants to grow their brand strategically on any social channel, increase customer engagement and accurately target those who matter most, through effective social media management. Building a strong brand image and the power of influencer marketing and its impact on customer purchase intentions is also explored.

Social Media Marketing Course Prospectus

Course Curriculum

Format

Wits University Certified Online Short Course

Breakdown

7 weeks consecutive online learning (asynchronous), one exam in week 9

Language

English

Course Outcomes (Summarised)

- Social media marketing strategies
- Content, community and campaign management
- Influencer marketing

Module 1

Introduction to social media marketing

Module 2

Content marketing for social platforms

Module 3

Managing a social media community

Module 4

Brand identity and influencer marketing

Module 5

Content optimisation

Module 6

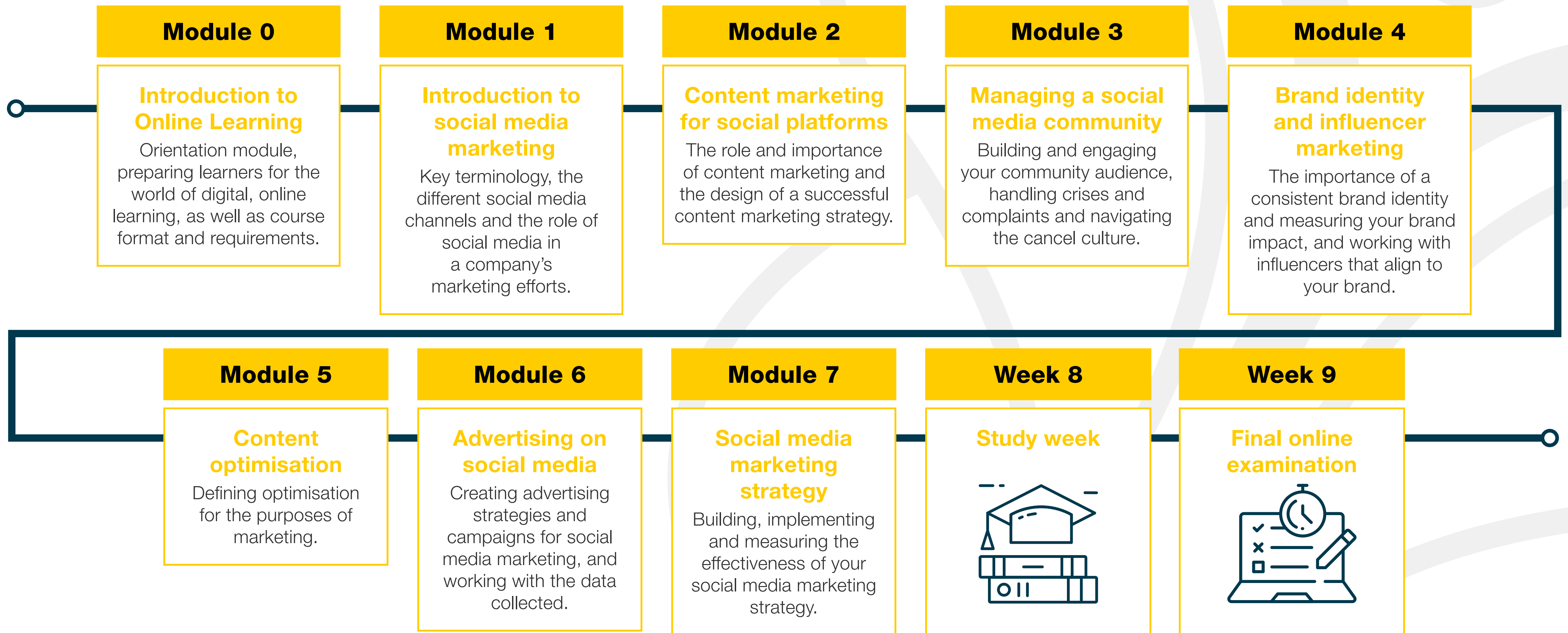
Advertising on social media

Module 7

Social media marketing strategy

Social Media Marketing Course Prospectus

Course Outline



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Course and Module Overview

Course Overview

Social media enables businesses to meet their customers and place information and purchasing options within easy access. As direct purchases through social media grow, it has never been more important to ensure that your presence and activity on social media are consistent with your brand and effective in reaching and engaging your target audience to impact customer purchase intentions.

Module 1: Introduction to social media marketing

Define the core principles of social media marketing, recognise the role of social media marketing within an organisation's marketing efforts, and identify different social media platforms and the way in which they are used for marketing purposes.

- **Topic 1:** Social media marketing fundamentals
- **Topic 2:** Understanding social media platforms

Module 2: Content marketing for social channels

Explore the role, importance and benefits of content marketing, identify the elements of an effective content marketing strategy and the steps to follow in implementing and measuring the effectiveness of the content marketing strategy.

- **Topic 1:** Content marketing for consumers
- **Topic 2:** Content marketing strategy

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Course and Module Overview

Module 3: Managing a social media community

Understand the importance of engaging and building trust with a social media community. In the module we explore crisis management and cancel culture and how to go about building a community management strategy.

- **Topic 1:** Building and engaging with an audience
- **Topic 2:** Crisis management
- **Topic 3:** Building a community management strategy

Module 4: Brand identity and influencer marketing

Understand the different elements of brand identity and how to build a brand identity with impact across multiple social media platforms. Determine how to measure brand impact.

- **Topic 1:** How to build a brand identity
- **Topic 2:** Measuring your brand impact
- **Topic 3:** Brand identity and influencer marketing

Module 5: Content optimisation

Define optimisation of content for marketing purposes and identify analytics that can help to measure content engagement.

- **Topic 1:** Optimisation for social media
- **Topic 2:** Using analytics to measure optimised content

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Course and Module Overview

Module 6: Advertising on social media

Identify key advertising strategies and create advertising campaigns for different platforms. Collect and interpret data collected through advertising campaigns to use in decision-making.

- **Topic 1:** Social media advertising strategies
- **Topic 2:** Creating an advertising campaign
- **Topic 3:** Advertising campaign analytics

Module 7: Social media marketing strategy

Understand how to build and implement a social media marketing strategy, the factors most likely to contribute to the success of the strategy, and executing on the strategy through campaigns.

- **Topic 1:** Building and implementing a social media marketing strategy
- **Topic 2:** Measuring the effectiveness of a social media marketing strategy

Content Experts and Lecturers

Dr Rukudzo Pamacheche

Lecturer for the School of Business Sciences at the University of the Witwatersrand

Course writer and lecturer for the Wits DigitalCampus Social Media Marketing Short Course

Ph.D. (Marketing - Wits), MCom (Marketing - Wits)

Dr Pamacheche enjoys collecting and analysing data for meaningful interpretation to support organisations, institutions and individuals.

Dr Tinashe Chuchu

Senior Lecturer for the School of Business Sciences at the University of the Witwatersrand

Course writer and lecturer for the Wits DigitalCampus Social Media Marketing Short Course

Ph.D. (Marketing - Wits), MCom (Marketing - Wits)

An NRF-rated researcher, Dr Chuchu's primary academic interests are in the areas of consumer behaviour and tourism.

Dr Chuchu has been published and reviewed for major publishing outlets including Wiley, Taylor & Francis, Elsevier, Emerald Publishing and SAGE, and has presented at the premier conference for marketing academics (the American Marketing Association Conference) held in Chicago, USA, in 2019.



DigitalCampus is an online education platform owned by LRMG (Pty) Ltd. It was established to provide university and education institution certified short courses to the African market.

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- Trusted by some of the largest organisations in Africa with over 9000 corporate Alumni
- Individual interaction with Wits academics and tutors
- Focused learner support and engagement on the learning journey
- Completion and progress reporting to track your investment and impact your scorecard

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