



## eCOURSE INTRODUCTION

Building a following on social media channels improves conversation rates, and the more followers a business has, the higher the trust and credibility of the brand. Social media marketing is a powerful tool for businesses of all sizes to reach its audience.

The *Social Media Marketing 101* eCourse was designed and developed by Kathryn Mason. Kathryn is an accomplished PR and marketing professional, with over 30 years experience, managing the PR and marketing for many high-profile clients.



## eCOURSE AIM

This eCourse aims to provide you with the knowledge, skills and competence to present you or your business favourably to the public, using social media channels.

## eCOURSE CONTENT, ASSESSMENT & ACCREDITATION

This eCourse requires approximately 8 hours of study. There are seven learning topics:

1. Introduction to Marketing
2. Traditional Meets Social Media Marketing
3. Branding Online
4. An Introduction to Social Media Marketing
5. Video & Photography for Your Business
6. How to Create a Social Media Campaign Made Easy
7. Social Media Etiquette and Dealing with Negative Comments

When you have completed your eCourse, take the on-line assessment to test and validate your new knowledge! Once successful, you will receive an ATHE Endorsed Programme certificate in **Social Media Marketing 101** from **South East College of Further Education & Training**.

## WHO IS IT SUITABLE FOR?

This eCourse is suitable for start-up sole traders with no business support, start-up SMEs wishing to gain more knowledge following initial business support training, or employees who are ambitious and want to use up-skilling to gain position status. You have access to your eCourse 24 hours a day, seven days a week, 365 days a year, making learning work for you, at a pace and time that suits you.

## HOW TO PURCHASE THIS COURSE

Go to [www.southeastcollege.ie](http://www.southeastcollege.ie) and begin your learning journey!!