



# SOCIAL MEDIA MARKETING

## Document of Achievement

Want to understand the latest techniques for advertising on social media platforms? Want to be able to bring your business in front of target audiences at both the local level and beyond? Jump into the world of posts, GIFs and memes with our Social Media Marketing program.

### 1 Make things click

Social media platforms are some of today's largest marketing channels. Explore both the front end and back end of popular sites such as TikTok, Instagram, Facebook and Twitter in this online program. Within the framework of a marketing and communications lens, learn to create engaging content, set up paid campaigns and analyze your account analytics.

### 2 A Friend-ly Design

Attend scheduled online classes where instructors guide you through both theory and hands-on work, giving you ideas and skills you can immediately implement in your organization. Courses include group work and collaborative discussions, as well as projects designed to be real-world and fully applicable beyond the classroom. The program consists of three short courses that can either be taken individually or together to receive a document of achievement.

### 3 Boost Your Knowledge

Social media marketing is its own pillar in any organization's marketing plan. This program is a great fit for those new to marketing or those with a marketing background looking to augment existing skills and stay current with the evolving digital marketing world. It provides a complementary skillset to office administrators or those in human resources.

### 4 Drive Results

Do you know which platform fits your target audience best? Gain an understanding of today's most popular social media sites, and the best practices for each, as well as the apps and plug-ins that support content creation and analyzation (Sprout Social, HubSpot, TapInfluence). Learn to assess the needs of small business, develop a social media plan, including content calendars. Develop a marketing and communications plan, a media brief, and a communications investment plan.



## Admission Requirements

There are no admission requirements for this program.

English is the language of instruction at Assiniboine. All applicants educated outside of Canada or in a country not on the test exempt list are expected to meet the English language proficiency requirement. See [assiniboine.net/elp](http://assiniboine.net/elp) for more information.

## Graduation Requirements

To receive a Social Media Marketing document of achievement, students must successfully complete 36 academic hours.

## Program Fees

Tuition, fees and Student Association fees total approximately **\$690**.

All fees are estimated and subject to change without notice.

## Courses

COURSE NUMBER	COURSE TITLE	HOURS
<b>REQUIRED COURSES</b> (suggested sequence of study)		
COMP - 0626	Data Analytics for Social Media	12
COMP - 0627	Social Media for Business	12
MKTG - 0069	Understanding Marketing	12

*Note: Timelines, applicable industry experience, and teaching methodology will depend on program delivery choice; program information sheets subject to change without notice. Visit [assiniboine.net](http://assiniboine.net) for the most up-to-date information.*

## Next Steps!

Register now! Visit [assiniboine.net/register](http://assiniboine.net/register).

For more information on this program, visit [assiniboine.net/socialmediamarketing](http://assiniboine.net/socialmediamarketing).

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