



GRŮP COLLEGAU **NPTC** GROUP OF COLLEGES
Datblygu Busnes
Business Development

Inspiring Learning,
Enriching Lives, Delivering Success

Social Media for Business (Part-Time)

Social media for businesses is now more effective than ever, if you're looking to improve your businesses' social media then this course could be for you.

This course is aimed at business owners, marketers, PR professionals and all individuals who are keen to gain an understanding of how to effectively use social media to create engaging promotional content.

This course includes:

- Social media platforms including Facebook, Twitter, LinkedIn, Instagram
- Understand how different social media platforms work, their differences and their own advantages
- Tools for creating, monitoring and publishing social media
- Gain confidence in your social media marketing activity
- Create engaging content

Entry Requirements

There are no entry requirements. However, you need to have a keen interest in Computing

Career Prospects

This course is beneficial to all marketers and business owners and is a great course for developing social media knowledge

Assessment

Internally assessment via controlled tasks and producing a portfolio of evidence

STUDY MODE

SC

LOCATION

COURSE LENGTH

1 Day

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