

# SOCIAL Media Marketing

## 2 Months Course

**Learn. Create. Engage. Grow.**  
Master social media. Build your brand.  
Grow your future!

Join our comprehensive Social Media Marketing course and gain hands-on experience in creating strategies, running campaigns, growing audiences, and driving real results across top social media platforms.



**SCAN TO ACCESS  
THE E-PORTAL**



Scan the QR Code  
to access the E-Portal  
& register for the course!

### HOW THIS COURSE ENHANCES YOU



Build in-demand  
skills for digital  
careers



Create effective  
strategies that drive  
real results



Grow and engage  
audiences across  
platforms



Analyze data  
& improve campaign  
performance



Boost your resume  
and professional  
confidence



Open doors to  
freelance & job  
opportunities



### WHAT YOU WILL LEARN

- **Facebook Ads & Ads Manager**  
Introduction to Facebook Ads & setting up Ads Manager
- **Audience Targeting & Optimization**  
Audience targeting & campaign optimization strategies
- **Instagram Advertising**  
Creating & managing ads on Instagram, including posts & stories
- **LinkedIn Profile Building**  
Building & optimizing a professional profile on LinkedIn
- **Social Media Optimization**  
Social media profile setup & advanced optimization techniques
- **Content Planning & Creation**  
Content planning, writing, & visual creation basics
- **Ad Design & Creative Tools**  
Designing ads & creatives using Canva & Adobe Photoshop



### WHO SHOULD JOIN?

- ✓ Students from All Academic Levels
- ✓ Fresh Graduates & Job Seekers
- ✓ Entrepreneurs & Business Owners
- ✓ Anyone interested in Digital Marketing and Social Media



**DURATION: 2 MONTHS**

PRACTICAL • HANDS-ON • CAREER-FOCUSED



### CAREER OPPORTUNITIES

- Social Media Manager
- Digital Marketing Executive
- Content Creator
- Community Manager
- Social Media Advertiser
- Brand Manager
- Freelancer / Consultant
- And much more!



### KEY TAKEAWAYS



Practical  
Marketing Skills



Industry-Recognized  
Certificate



Career  
Guidance



Live Projects &  
Portfolio Building

**LEARN SOCIAL MEDIA MARKETING. GROW YOUR SKILLS. GROW YOUR CAREER.**