

Complete Certification in Social Media Marketing

with Option in Graphic Design and Photography



INDUSTRY STANDARD

delivering the standard in social media education

WELCOME

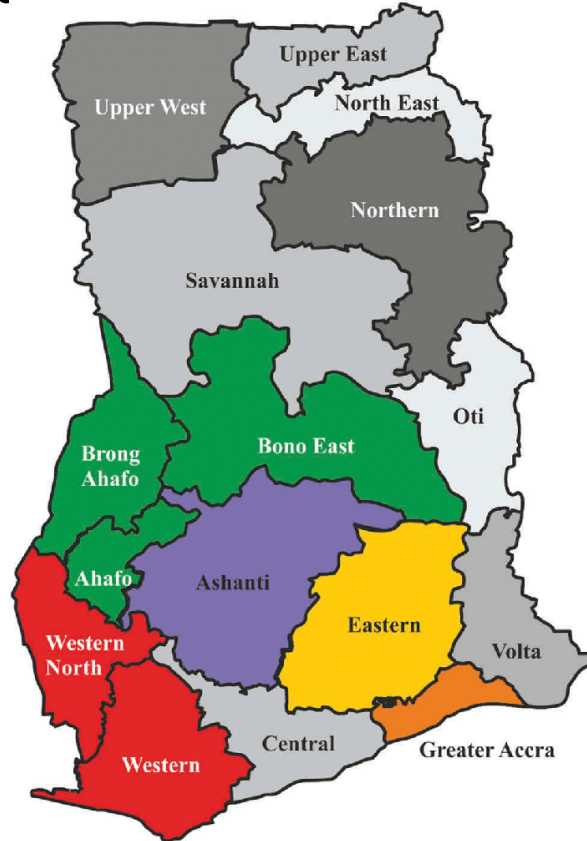
Launch a successful career as a social media marketing manager with top firms.

Gain relevant skills in all the areas of social media marketing with certification from Koforidua Technical University.

Course available both online and offline



The Complete Certification in Social Media Marketing with Option in Graphic Design and Photography Short Course is the country's standard in social media and digital marketing education. We have trained more professionals to a single social media education curriculum standard than any other in Ghana.



We work with industry experts and leading organizations to design and develop standards courses that define the digital skills and capabilities required of all professionals.

Our course deliver best current practice, theory and applied skills in social media and digital marketing education and are recognized and respected across the industry from leading institutions such as the Koforidua Technical University and expert from the Digital Marketing Institute; world leading digital marketing school and others.

Attending the Complete Certification in Social Media Marketing with Option in Graphic Design and Photography Course will assure you have with you the essential skills and knowledge needed to excel as a Social Media Marketer, a Photographer or a Graphic Designer.

KEY SKILLS TO GAIN:

- ❖ **Social Media Management.**
- ❖ **Content Creation and Strategy.**
- ❖ **Advertising and Campaign Planning.**
- ❖ **Social Media Strategy Design and Execution.**
- ❖ **Social Media Analytics, Measurement and Reporting.**

COURSE MODULES:

- ❖ **Social Media and the Society**
- ❖ **The Role of Social Media in Marketing**
- ❖ **Social Media Tools and Applications**
- ❖ **Consumer Research and Planning**
- ❖ **Community Building and Management**
- ❖ **Content Curation and Strategy**
- ❖ **Advertising and Campaign Planning**
- ❖ **Social Listening and Monitoring**
- ❖ **Crisis Management, Policy and Internal Education**
- ❖ **Metrics and ROI**
- ❖ **Strategic Planning**
- ❖ **Bringing all together**
(Strategic Planning project work)
- ❖ **Product Photography and Video Editing**
- ❖ **Graphic Design**

COMPLETE CERTIFICATION IN SOCIAL MEDIA MARKETING WITH OPTION IN GRAPHIC DESIGN AND PHOTOGRAPHY

Meet your facilitator **Gad Ocran**

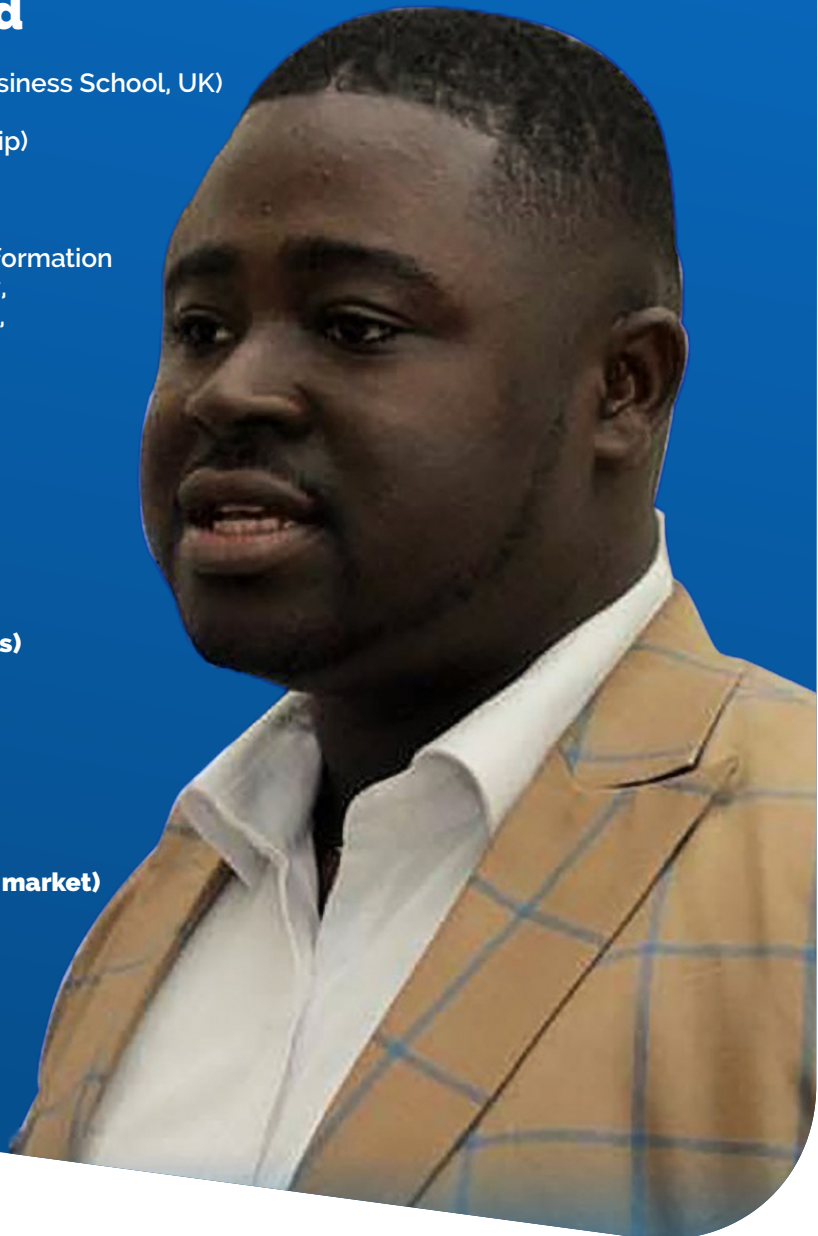
Digital Marketing & Digital Transformation "HELP" expert with experience in social media, digital marketing & transformation across various industries with Multinationals, Global Tech Startups, & Top Firms in Africa, Middle-East & Southeast Asia.

Digital Education Background

- Msc Digital Marketing & Business Innovation (Salford Business School, UK)
- Cornell SC Johnson School of Business (Brand Leadership)
- Pgdi in Digital Marketing (DMI UK)
- Advanced Social Media strategy & social business transformation (Syracuse University, New York) Digital Product Strategy, Innovation & Management (Kellogg Executive Education, Northwestern University, US)

Work Experience

- Country Manager - **Growth, Max (Nigeria)**
- Country Manager
Cadana (Growth, B2B Sales and Marketing, Partnerships)
- Head of Marketing - **mPharma**
- Group Head of Digital and Social Media
The Multimedia Group Ltd
- Digital Media Manager
Ilix (a company that compete with Netflix In emerging market)



TARGET CUSTOMERS:

Senior High School Graduates



University Graduates and Students



Working Professionals



Course Duration:

6 Month with Work Internship and Project Work

Course Location:

Global through Live Online Training Sessions and Offline Trainings in Ghana- West Africa. Certificate Issued by Eazzysocial and Short Courses- Koforidua Technical University. Admission Currently Ongoing. **Call or WhatsApp 055 159 0388**

Contact

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