Social Media Project

This course can be applied to the UBC Award of Achievement in Social Media or the UBC Certificate in Multimedia and Web Development.

This course showcases best practices in the social media industry and facilitates the development of a social media plan. Apply your knowledge of social media tools, marketing strategy, and governance to real-world projects and case studies that are presented to highlight successful approaches to social media planning. The in-class assignment takes you from a project brief through to a final presentation, highlighting the necessary steps in research, analysis, and development of a social media plan. You are encouraged to understand, critique, and peer review the rationale of a social media strategy and how it fits with an organization’s overall goals.

Format

Note: This course is offered in multiple formats, however not every format will be offered each term.

In-class: Our in-class courses are designed to be engaging seminars where both instructor and students are encouraged to participate and interact in dialogue, discussions, and class presentations. Courses are offered throughout the year, approximately four weeks in length, and involve attending seminar sessions on-site at UBC Robson Square, Vancouver.

Standard Fee: $450

Online: Our online courses are structured to provide a positive learning environment for participants to engage in and interact with the content and class discussions. In an online course, additional time for individual study and reading is required to review the course material for assignments. Tutors facilitate throughout the course and are available to provide feedback via email and through discussion forums. Courses are delivered online over approximately eight weeks and involve an average of six to ten hours of study per week.

Prior to 4pm PST on the start date of the course, an email will be sent to all registered students containing instructions on how to access the online Learning Management System.

Standard Fee: $825

Requisites

ID200 - Social Media Fundamentals

ID206 - Social Media Strategy and Marketing

ID223 - Social Media Metrics

ID226 - Social Media Governance

ID220 - Social Media Monetization

Available Sessions

View course offering below and select the applicable fee. Then add it to your shopping cart.

Course currently not available for registration.