Social Media Strategy and Marketing

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

Having a sound social media strategy is the first step toward any social media plan. Learn the importance of setting up a strategic framework that matches your overall organizational goals, and broader marketing activities. Develop a social media marketing campaign that impacts and defines customer engagement and behaviour. Evaluate success and failure scenarios including dealing with time, cost, location, and permission constraints. Discover how to leverage social media to promote your brand through viral and traditional marketing channels, and learn to make your brand pop in all the social media noise.

Note: Social Media Fundamentals (ID200) or equivalent experience is recommended.

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 six 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: $625

Available Sessions

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

Sep 17-Oct 29 100% Online $625.00