

Course syllabus

CATEGORY

Vypnuté kurzy

TRAINING FORMAT

In Bratislava or online
with a lecturer

PRICE EXCL. VAT

49,00 €

PRICE INCL. VAT

60,27 €

including 23 % VAT

PDF SYLLABUS

Marketing and Communication on Social Networks

Clear overview of course topics, training scope and key information.

Marketing and communication on social networks is an essential modern skill for companies or personal brands. How a company presents itself on social networks affects its success on the market and popularity among its customers.

COURSE CONTENT

01

Course Syllabus

Importance of social networks for business or personal brand
Marketing on Facebook
Building a page and profile on Facebook
Setting up advertising campaigns
Content formats on Facebook
Crisis communication on Facebook
Marketing on Instagram
How to build your brand on Instagram
Marketing on Youtube
Principles of building your own YouTube channel and its focus
Communication with fans
How to monetize your channel

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

<https://www.macrosoft.sk/en/courses/marketing-and-communication-on-social-networks>