

Computing and Digital

Social Media for Business

Campus: Rotherham College

Code: RACCD014#

Level: 1

Type: Part Time

About This Course

This short part time course is for those who would like to understand and learn the basics you need to know to build a successful social media strategy.

From creating engaging content to expanding your reach, learning how to implement the importance and influence of social and digital technologies to increase brand awareness, attract new customers and develop meaningful relationships.

What Will I Study?

Learners will learn how to navigate social media and having an online presence, looking at topics which include:

- Develop an engaging and effective social media strategy

- Build an engaging social media strategy that enhances growth and/or entices custom and business.
- Leverage the power of social media to transform your business and your career

Why Study Here?

If you have an idea for a business – or you’ve recently started one – this course will equip you with the skills and knowledge to develop your online presence and social media presence.

Entry Requirements

Interest in social media platforms and Information technologies.

How To Apply

You can apply using our online application form and clicking the **Apply Now** button at the top of this page.

For more information support with your enquiry or application please contact Student Services by emailing info@rotherham.ac.uk [mailto:info@rotherham.ac.uk] or by calling **01709 362111**.

Tuition Fees

If you need further advice or guidance please contact the Enquiries Team on **01709 362111**.

Additional Information

Duration of course :- 2 weeks / 2 days per week (Tues & Wed)

PLEASE NOTE

We make every effort to ensure information within our online course directory is accurate and a true representation of the courses we are offering in 2022-23 or 2023-24. However, we do reserve the right to make changes if necessary.

Last updated: 1st November 2023