



Date of Commencement: 19 July 2011

Duration: 4 months (16 sessions)

Day: Tuesdays

Time: 7.00pm-9.30pm

Venue: IACT College

Registration Fees: RM200 per participant

Course Fees: RM1,000 per participant

HRDB Training Grant: SBL



**T**his course concentrates on the basics of social media and how the resources of an organisation can best be put to use for its implementation.

### Objectives:

Upon completion of this course, participants will:

- improve an organisation's online campaign performance through improved relevance, targeting and cost-management
- gain a competitive advantage through the use of new techniques and technologies
- benefit from increased sources and volume of relevant, engaged web traffic
- show stronger management of online community issues
- reduce the risk of reputation damage
- organise for and resource social media activity

### Contents:

- Organising the Social Media Marketing Planning Process
- Analysing Social Media Marketing Opportunities
- Selecting Target Market Developing a Social Media Marketing Assets Mix
- Managing the Social Media Marketing Effort
- Calculation of Social Media ROI

**Suitable for individuals who require a basic foundation in social media marketing**