



UWI SCHOOL OF BUSINESS AND  
APPLIED STUDIES LIMITED  
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**ROYTEC**

**Course Outline:  
Social Media for Business Growth**

**Cost: \$1,650.00 per person**

Overview:

The Introduction to Social Media for Business course is designed to introduce entrepreneurs and business professionals to the basic tenets of social media use as a communications and marketing tool. Participants will learn the significance of the most popular social media networking sites and applications and the most successful methods of using them to leverage build a strong loyal customer base and to drive business goals.

Objectives:

At the end of this course participants will be able to:

- Identify appropriate social media networks for growing a business
- Develop effective Social Media strategies to aid in business growth
- Learn the most effective way of executing social media through digital media optimization

Audience:

Business professionals who want to harness the power of social media marketing to create, maintain and grow an energetic community of loyal follows.

Methodology:

The training approach is based on the principles of adult learning. The course models a variety of effective training methodologies, including demonstration, practice, discussion, brain-storming, role play, games, and presentation.

The use of these various methodologies in this interactive workshop ensures that all learning styles can participate and be successful in this event.



Outcomes:

- Participants have a clear understanding of the most appropriate social media networks to utilise to grow their business
- Participants are well versed in creating effective Social Media Strategies
- Participants are able to create engaging Social Media Campaigns
- Participants understand how to integrate Social Media strategy into a wider digital media strategy
- Participants can effectively manage social media advertising campaigns through a Facebook for Business Account

Materials:

Seminar Workbook (will be provided).

Course Length:

2 days  
8am – 4 pm

Included:

- Course Materials
- Lunch
- Morning break
- Certificate



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