

DMI Certified Social Media Marketing Specialist



In a nutshell

DMI is the proven global standard in digital marketing certification, with 100,000+ members and over 20,000+ certified professionals.

This dynamic specialised online social media marketing course covers Facebook, LinkedIn, Snapchat, YouTube and Instagram, giving you the skills, know-how, strategy and techniques to implement change and become a certified digital marketing professional with DMI.

This course is available as part of a Personal Learning Account (PLA). PLA is an initiative from the Welsh Government which offers people the chance to access free, part-time courses with flexible and convenient learning that fits around their existing lifestyle (subject to eligibility).

This course is for...

... anyone over 19, living in Wales, in employment, and earning less than £29,534 a year

... those looking to start a career in digital marketing



COURSE INFORMATION LEAFLET

... inspired career changers

... entrepreneurs and small businesses owners

... those in traditional marketing careers who are looking to update their skillset

... anyone hoping to implement an up-to-date digital strategy for their company.

Course content

During this course, you'll cover the following topics:

Social Research
Content Outreach
Twitter
Snapchat & Instagram
Social Customer Service
Content Creation
Facebook
LinkedIn
YouTube & Social Video
Strategy & Planning

Entry Requirements

There are no formal entry requirements for this course, but you'll need a keen interest in the subject.

Additional information

This course is delivered by eLearning. This means that you should be motivated to study in a self-paced, self-organised manner using an internet enabled device.

The course includes an exam which is invigilated online and you need to have access to an internet enabled device with a microphone and a webcam.

Apply online at www.colegwent.ac.uk

studentrecruitment@colegwent.ac.uk | 01495 333777 (Croesawn alwadau yn Gymraeg)

