



MICRO-CERTIFICATION IN SOCIAL MEDIA MARKETING

In the dynamic landscape of digital marketing, Social Media Marketing stands as a powerful force for connecting with audiences, building brand presence, and driving business success. The Micro-Certification in Social Media Marketing at NBUC is crafted to equip individuals with the skills and strategies needed to thrive in the ever-evolving world of social media.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Social media has transformed the way businesses connect with their audience. It's not just about posting content; it's about building relationships, fostering engagement, and strategically reaching your target market. This micro-certification program is designed for marketers, entrepreneurs, and anyone eager to harness the full potential of social media for marketing and business growth.

Assessment

- Coursework: 80%
- Examination: 20%

PROGRAM STRUCTURE

The Micro-Certification comprises modules covering foundational and advanced aspects of Social Media Marketing. Through practical exercises, case studies, and real-world examples, participants will gain hands-on experience and actionable insights that can be immediately applied to their social media strategies.

ENROLL TODAY

Whether you're a marketing professional aiming to enhance your social media skills or a business owner seeking to maximize your online presence, the Micro-Certification in Social Media Marketing at NBUC is your pathway to success.

Enroll today and take the first step toward becoming a proficient social media marketer!

Why NBUC?

At NBUC, our commitment is to provide industry-relevant education that empowers individuals to thrive in their professional endeavors. Our experienced instructors bring a wealth of knowledge and real-world insights to the program, ensuring participants are well-prepared to navigate the complex landscape of social media marketing.

KEY LEARNING OBJECTIVES

- **Understanding Social Media Landscape:**
 1. Explore the various social media platforms and their unique features.
 2. Understand the role of social media in contemporary marketing strategies.
- **Creating Effective Social Media Strategies:**
 1. Develop comprehensive social media strategies aligned with business objectives.
 2. Learn to identify target audiences and tailor content for maximum impact.
- **Content Creation and Curation:**
 1. Master the art of creating compelling and shareable content.
 2. Explore content curation techniques to keep your audience engaged.
- **Community Engagement and Management:**
 1. Understand the importance of building and managing online communities.
 2. Learn strategies for fostering engagement and responding to audience interactions.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Diploma in Digital Marketing Technology

TO REGISTER OR ENQUIRE

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