cmetb
Bord Oideachais agus Oiliúna
an Chabháin agus Mhuineacháin
Cavan and Monaghan
Education and Training Board

Skills to Advance
Cavan and Monaghan

Skills to Advance
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Course	Social Media for Business
Certification	NFQ Level 5 Certificate Social Media for Digital Marketing
Credit Value	5
Cost	This training programme is subsidised through Skills to Advance funding, companies can receive a subsidy of up to 100%. The level of subsidy is in the form of state aid and depends on various factors relating to your company. CMETB will calculate and advise companies on this contribution which may result in no fees.
Duration	50 hours
Starts	28th September 2023
Venue	Monaghan Institute, Knockaconny, Monaghan
Schedule	12 weeks Thursdays 2:00pm – 5:00pm
Description	This level 5 Certificate in Social Media for Digital Marketing facilitates employees to develop skills in a range of digital tools and applications within a business environment to create and enhance the digital footprint of their business. The course content includes branding, marketing matrix, RACE & SEO marketing tools, developing social media platforms, selling and shopping online and customer demographics. Social media marketing is a fast, efficient and cost-effective way for a business to communicate with customers. On completion of this unit learners will: Understand the social media environment Use social media tools to communicate with customers Boost awareness of business products or services Enable targeted campaigns that generate engagement awareness and leads Establish thought leaders/ influencers that act as a go-to source for expert advice Enhance digital sales and marketing strategies
Assessment	This award is an accredited qualification and therefore learners will be assessed, breakdown of which is outlined below: Assignment 40% Project 60%
How to Apply	Contact Eileen Roddy or Lisa Mc Crudden Email: eileenroddy@cmetb.ie or employerservices@cmetb.ie Phone: 047 84900
Notes:	All applicants should have good computer skills, have a minimum of NFQ Level 4 Major Award or equivalent, or relevant skills/ knowledge, and competences through work experience. Essential requirements for each participant: CEFR Level B2

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