



# Social Media Ad Management

Course code: DE 113

Offered by: Digital Entrepreneur Hub

Offered at: All centers of Digital Entrepreneur Hub

Class time: 19:00-22:00 on every Friday and Saturday

Course Duration: 6 Months

Number Of Classes: 40

# Course Description:



Digitalization has transformed almost every aspect of modern-day marketing. While it has certainly introduced new changing the consumer behaviour patterns, heavily influencing at what length and depth consumers can interact with businesses and other key stakeholders, it has also offered great customer insight and offers a rare opportunity to gain a competitive advantage through an effective and efficient social media ad campaigns. This course aims to take a strategic perspective of the paid advertising on social media environment.

Throughout this course, students would be initially introduced to how to develop a growth mindset and how to make the best use of that mindset whilst communicating in the business environment, which would be followed by specific lectures on how to design, run advertisements on popular social media platforms like Facebook and LinkedIn by developing effective ads. In doing so, students would learn how to capture and present the essence of your firm's or clients' ad campaigns in a creative and brief manner that provides allows you or your clients to maximize the ROI.

## Course Objectives:

By the end of this course, you will be able to:

- a) Evaluate on which platforms to run social media ad campaigns and what makes an ad effective for you or your clients.
- b) Determine why, when and how much to invest in paid advertising on social media.
- c) Understand the anatomy of a social media ad and how they differ from organic posts.
- d) Craft a creative brief and create a compelling social media ad.

## Assessment and Projects:

All students are required to complete a project work without which they would be eligible to receive any certificate and subsequently any work from DeHub. Eligible students may be allowed to be a part of some real-life live projects of some of the affiliated international firms of DeHub Australia Pty Ltd.

# Programme Structure:



The programme has the right blend of four components that are essential to start the journey of a digital entrepreneur, namely, Development of a growth mindset, linguistic skills, technical competency, and selling skill. Topics to be covered throughout this course include the followings:

Serial	Topic	Number of Classes
1	Mindset	6
2	General English	3
3	Business Communication	3
4	Concepts of Lead Management	1
5	Social Media Ecosystem	1
6	Concepts of Social Media Engagement	1
7	Social Media Marketing	1
8	Personal Branding	1
9	Niche Selection for Digital Marketing	1
10	Introduction to System & Sales Funnel Design	1
11	Concepts of Landing Page	1
12	Facebook marketing	5
13	LinkedIn marketing	3
14	Instagram marketing	1
15	YouTube marketing	3
16	Strategic Social Media Marketing	1
17	Project workshop	4
18	The Art of Selling	1
19	Customer Segmentation and Prospecting	1
20	Presenting with Panache & Closing Sales	1
Total		40

## Pedagogy:

In line with the Government directives, we are currently offering online classes only. However, this is policy may be altered subject to the directives from the Government. Regardless of the nature of the class (online or offline), every class is designed to have interactive sessions which would include theoretical discussions followed by real life example with demonstration of technical work as and when deemed necessary.