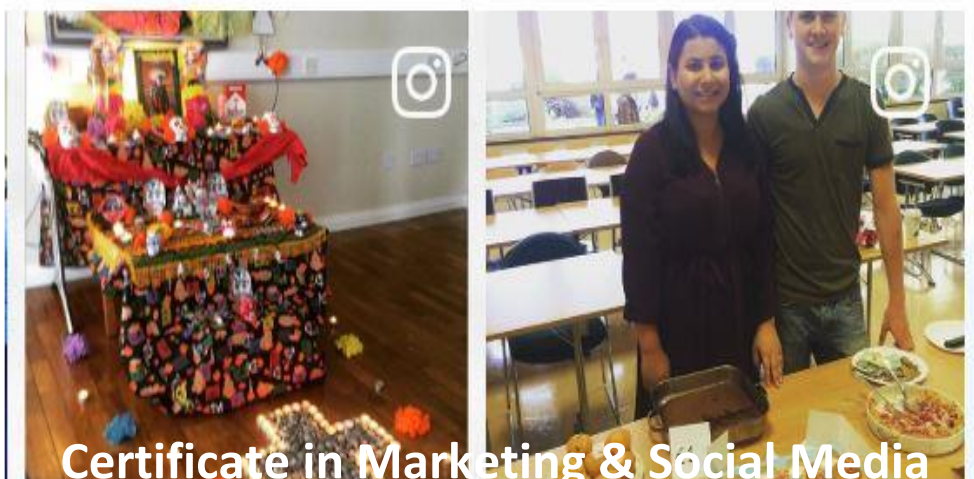


#studygalway



Certificate in Marketing & Social Media

20 LESSONS PER WEEK

GALWAY CULTURAL INSTITUTE

### Course description

Our Marketing and Social Media Certificate programme provides support to business development professionals and marketers who require English to explore their business knowledge and skills in a specialist area.

This course is dynamic and practical with an emphasis on developing real skills that can be applied immediately to any workplace.

### Who is it for?

Our Marketing and Social Media programme provides support to business development professionals and marketers who require English to explore their business knowledge. Small medium enterprises and large multinationals have evolved online and are using their brand in e-commerce and social networking respectively.

Our aim is to help you generate a high-value social media marketing strategy to reflect your brand.

This unique programme has been designed to offer an insight into how businesses can utilise social media networks to benefit and grow their business.



**Galway Cultural Institute** is situated in one of the most beautiful spots of Galway just on the Salthill promenade that stretches along the Galway Bay of the Atlantic Ocean. The beach is one minute away and you can easily reach the city centre within a ten minutes' walk.



Galway Cultural Institute is one of Ireland's premier language schools. Since 1989, GCI has provided English language programmes to students from all over the world. Our facilities are excellent and our teachers are the best.








The Accreditation and Co-ordination of English Language Services



20 LESSONS PER WEEK

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**PROGRAMME HIGHLIGHTS**

	<p>Minimum age 18</p>
	<p><b>Class Size</b> Max. 16 students per class</p>
	<p><b>Levels</b> B2 – Upper Intermediate</p> <p>Course starts on <b>29.07.2019</b> and classes start at <b>13.00 Mon-Fri</b> Duration: <b>3 weeks</b></p>
	<ul style="list-style-type: none"> <li>✓ Enhance your marketing skills through English</li> <li>✓ Improve your social media knowledge</li> <li>✓ Promote your brand worldwide</li> </ul>
	<ul style="list-style-type: none"> <li>✓ GCI Certificate</li> </ul>



COURSE DETAILS	MORNING OPTIONS ADD ANY OF THESE ELECTIVES
<p><b>Course objectives</b></p> <p>Our primary concern is to enhance your marketing skills through English. At its core is our aim to help you generate more connections, build relationships and maximise your company's social media presence while successfully managing your brand. By the end of this programme we aim to:</p> <ul style="list-style-type: none"> <li>• <b>Maximise</b> the presence of your brand on social networking sites</li> <li>• <b>Channel</b> your brand to new markets</li> <li>• <b>Identify</b> Consumer Behaviour</li> <li>• <b>Interact</b> and Network with potential clients</li> <li>• <b>Anticipate</b> customer needs</li> <li>• <b>Build</b> rapport with your client</li> <li>• <b>Improve</b> customer experience</li> </ul>	<p><b>GENERAL ENGLISH 20 LESSONS</b></p> <p>Add General English Lessons in the morning to gain a better practice of English language</p>
<p><b>Course content</b></p> <p>Your course is structured around an interactive accessible 3 week syllabus. The syllabus is linked to the Common European Framework (CEFR) 'Can Do Statements'. This unique course will help you target and engage potential clients using digital channels, find the right audience for your brand and drive your career in the right direction. Core Subjects for each course include:</p> <ul style="list-style-type: none"> <li>• Strategizing and Implementing Effective Marketing Campaigns</li> <li>• Planning, Executing and Managing through Social Media</li> <li>• International Marketing</li> <li>• Working Across Cultures and developing cultural awareness</li> <li>• Multimedia Marketing Presentation Skills</li> <li>• Creating a Social Media Strategy</li> <li>• Customer Experience and Social Media</li> </ul>	<p><b>ONE TO ONE LESSONS</b></p> <p>To help students improve in a specific area.</p>
	<p><b>CERTIFICATE IN BUSINESS &amp; ENTREPRENEURSHIP</b></p> <p>Continue your studies with this distinctive three weeks course which focuses on analysing through English various business challenges facing entrepreneurs.</p>