

SOCIAL MEDIA

SM Social Media Marketing Fundamentals

DURATION
10 Hours

INVESTMENT
R12,900

COURSE TOPICS

Social media strategy

Content planning & calendars

Audience engagement

Brand building

Social media trends 2026

Analytics and reporting

AI tools for content creation

■ Perfect for beginners — build a solid strategic foundation and launch your social media marketing career from day one.

WHAT YOU GET

1-on-1 Live Lecturer
sessions

Lifetime
course access

Official Certificate
School of IT

Self-Paced
study access

META ADS

M Meta (Facebook & Instagram) Marketing

DURATION
20 Hours

INVESTMENT
R18,900

COURSE TOPICS

Facebook Business Suite

Instagram growth strategies

Meta Ads Manager

Audience targeting

Reels marketing

Campaign optimisation

Lead generation

■ *The most comprehensive Meta course available — 20 hours of hands-on Ads Manager training covering every major platform feature.*

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TIKTOK

TT TikTok Marketing & Content Creation

DURATION
10 Hours

INVESTMENT
R13,900

COURSE TOPICS

TikTok algorithm

Short-form video creation

Viral content strategies

TikTok Ads

Creator partnerships

Analytics & growth tracking

■ Learn to create content that goes viral — master the algorithm and grow a highly engaged audience fast.

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LINKEDIN

Li LinkedIn Marketing & Personal Branding

DURATION
10 Hours

INVESTMENT
R13,900

COURSE TOPICS

LinkedIn profile optimisation

B2B lead generation

Thought leadership content

LinkedIn Ads

Employee advocacy

Video marketing on LinkedIn

■ *LinkedIn is one of the fastest-growing professional marketing channels in 2026 — investing heavily in creator marketing, video, and B2B influencer campaigns.*

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AI + SOCIAL

AI for Social Media Managers

DURATION
10 Hours

INVESTMENT
R14,900

COURSE TOPICS

ChatGPT for social media

AI image generation

AI video creation

Prompt engineering

Content automation

AI ethics

■ *Stay ahead of the curve — use cutting-edge AI tools to supercharge your content output and save hours every single week.*

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PROGRAMME

PRO Social Media Manager
Professional Programme

DURATION
40 Hours

INVESTMENT
R36,900

PROGRAMME INCLUDES

- Facebook & Instagram
- LinkedIn
- Canva
- Paid advertising
- Portfolio project
- TikTok
- Content creation
- AI tools
- Analytics

■ *Our most complete social media qualification — every major platform, tool, and skill employers look for, plus a portfolio project to showcase your work.*

40 Hours · Live 1-on-1 Training · Portfolio Project · Job-Ready Certification

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