

SCHOOL OF IT INTERNATIONAL

Social Media Courses Brochure

Live, 1-on-1 online training in social media marketing and content creation — Meta, TikTok, LinkedIn, AI tools, and our complete Social Media Manager Professional Programme.

Fundamentals

Meta Ads

TikTok

LinkedIn

AI + Social

Professional Programme

School of IT International (Pty) Ltd

Somerset West, Cape Town, South Africa · schoolofit.co.za

Social Media Marketing Fundamentals

Perfect for beginners — build a solid strategic foundation and launch your social media marketing career from day one. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

Learning Objectives

Covered over 10 hours.

1 Social media strategy**2 Content planning and calendars****3 Audience engagement****4 Brand building****5 Social media trends 2026****6 Analytics and reporting****7 AI tools for content creation**

Pricing

COURSE PRICE

R12,900

Full payment before commencement (no payment plan)

Course Duration & Format



Duration

10 hours — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

Career Prospects

◆ Social Media Manager

◆ Content Creator

◆ Digital Marketing Specialist

◆ Community Manager

◆ Social Media Coordinator

Typical Social Media-skilled salary (South Africa)

R150k – R320k / yr



Certification: Official Certificate of Completion from School of IT. Includes lifetime course access and self-paced study materials alongside your live 1-on-1 sessions.

🚀 Get job-ready skills — start your Social Media Marketing Fundamentals course today.

[Enrol Now →](#)

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Somerset West, Cape Town, South Africa

Meta (Facebook & Instagram) Marketing

The most comprehensive Meta course available — 20 hours of hands-on Ads Manager training covering every major platform feature. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

Recommended: Social Media Marketing Fundamentals (or equivalent experience).

🎓 Learning Objectives

Covered over 20 hours.

- 1 Facebook Business Suite
- 2 Instagram growth strategies
- 3 Meta Ads Manager
- 4 Audience targeting
- 5 Reels marketing
- 6 Campaign optimisation
- 7 Lead generation

💰 Pricing

COURSE PRICE

R18,900

Full payment before commencement (no payment plan)

📖 Course Duration & Format



Duration

20 hours — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

Career Prospects

◆ Meta Ads Specialist

◆ Paid Social Media Manager

◆ Digital Marketing Specialist

◆ Social Media Manager

◆ Performance Marketing Executive

Typical Social Media-skilled salary (South Africa)

R220k – R480k / yr



Certification: Official Certificate of Completion from School of IT. Includes lifetime course access and self-paced study materials alongside your live 1-on-1 sessions.

 Get job-ready skills — start your Meta Marketing course today.

[Enrol Now →](#)

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Somerset West, Cape Town, South Africa

TikTok Marketing & Content Creation

Learn to create content that goes viral — master the algorithm and grow a highly engaged audience fast. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

🎓 Learning Objectives

Covered over 10 hours.

1 TikTok algorithm

2 Short-form video creation

3 Viral content strategies

4 TikTok Ads

5 Creator partnerships

6 Analytics and growth tracking

💰 Pricing

COURSE PRICE

R13,900

Full payment before commencement (no payment plan)

📚 Course Duration & Format



Duration

10 hours — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

👜 Career Prospects

◆ TikTok Content Creator

◆ Short-Form Video Specialist

◆ Social Media Manager

◆ Influencer Marketing Coordinator

◆ Content Strategist

Typical Social Media-skilled salary (South Africa)

R160k – R380k / yr



Certification: Official Certificate of Completion from School of IT. Includes lifetime course access and self-paced study materials alongside your live 1-on-1 sessions.

 Get job-ready skills — start your TikTok Marketing course today.

Enrol Now →

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Somerset West, Cape Town, South Africa

LinkedIn Marketing & Personal Branding

LinkedIn is one of the fastest-growing professional marketing channels in 2026 — investing heavily in creator marketing, video, and B2B influencer campaigns. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

🎓 Learning Objectives

Covered over 10 hours.

1 LinkedIn profile optimisation

2 B2B lead generation

3 Thought leadership content

4 LinkedIn Ads

5 Employee advocacy

6 Video marketing on LinkedIn

💰 Pricing

COURSE PRICE

R13,900

Full payment before commencement (no payment plan)

📖 Course Duration & Format



Duration

10 hours — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

👜 Career Prospects

◆ LinkedIn Marketing Specialist

◆ B2B Marketing Manager

◆ Personal Branding Consultant

◆ Social Media Manager

◆ Content Marketing Specialist

Typical Social Media-skilled salary (South Africa)

R200k – R450k / yr



Certification: Official Certificate of Completion from School of IT. Includes lifetime course access and self-paced study materials alongside your live 1-on-1 sessions.

 Get job-ready skills — start your LinkedIn Marketing course today.

Enrol Now →

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Somerset West, Cape Town, South Africa

AI for Social Media Managers

Stay ahead of the curve — use cutting-edge AI tools to supercharge your content output and save hours every single week. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

🎓 Learning Objectives

Covered over 10 hours.

1 ChatGPT for social media

2 AI image generation

3 AI video creation

4 Prompt engineering

5 Content automation

6 AI ethics

💰 Pricing

COURSE PRICE

R14,900

Full payment before commencement (no payment plan)

📚 Course Duration & Format



Duration

10 hours — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

👜 Career Prospects

◆ AI-Powered Content Creator

◆ Social Media Manager

◆ Digital Marketing Specialist

◆ Content Automation Specialist

◆ Marketing Technologist

Typical Social Media-skilled salary (South Africa)

R200k – R450k / yr



Certification: Official Certificate of Completion from School of IT. Includes lifetime course access and self-paced study materials alongside your live 1-on-1 sessions.

 Get job-ready skills — start your AI for Social Media Managers course today.

[Enrol Now →](#)

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Somerset West, Cape Town, South Africa

Social Media Manager Professional Programme

Our most complete social media qualification — every major platform, tool, and skill employers look for, plus a portfolio project to showcase your work. 1-on-1 online training with a real lecturer.

● Flexible hours

● Commence anytime

● 1-on-1 online with a real lecturer

🎓 Learning Objectives

Covered over 40 hours.

- 1 Facebook and Instagram marketing
- 2 TikTok marketing and content creation
- 3 LinkedIn marketing and personal branding
- 4 Content creation and Canva
- 5 AI tools for social media
- 6 Paid advertising across platforms
- 7 Analytics and reporting
- 8 Portfolio project — job-ready certification

💰 Pricing

COURSE PRICE

R36,900

Full payment before commencement (no payment plan)

📖 Course Duration & Format



Duration

40 hours — maximum completion time



Payment

Full payment only (no payment plan)



Mode

1-on-1 online, real lecturer, flexible scheduling



Certificate

Certificate of Completion included

👜 Career Prospects

◆ Social Media Manager

◆ Digital Marketing Manager

◆ Content Marketing Lead

◆ Social Media Strategist

◆ Brand & Social Media Coordinator

Typical Social Media-skilled salary (South Africa)

R280k – R600k / yr



Certification: Official Certificate of Completion from School of IT. Includes lifetime course access and self-paced study materials alongside your live 1-on-1 sessions.

🚀 Get job-ready skills — start your Social Media Manager Professional Programme today.

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