

Social Media for Business

1. Overview

This programme is designed to equip professionals with a comprehensive understanding of the strategic role of social media within organisational contexts. It aims to develop a strong foundation in Social Media Marketing (SMM) and its growing importance as a critical business tool in today's highly competitive global environment. As digital, information, and communication technologies continue to evolve, organisations must effectively leverage social media to enhance brand visibility, engage stakeholders, and achieve key business objectives. This programme explores these dynamics by providing students with essential theoretical knowledge and insights into SMM practices, enabling them to understand how social media can be integrated into broader organisational strategies.

The purpose of this programme is to provide participants with the knowledge and practical skills required to strategically utilise social media platforms within a business environment. The programme aims to strengthen participants' understanding of digital communication, audience engagement, content creation, and social media strategy development to support organisational growth and competitive advantage.

2. Programme Outcomes

- Understand the role of social media in business
- Formulate goals and strategies for social media
- Identify target audiences and develop strategies for these audiences
- Develop an understanding of social media marketing planning and campaign management
- Create content aligned to brand identity and audience engagement

Qualification:	Certificate of Completion and 1 Credit Bearing Module
Duration:	3-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0011
NQF Level:	5
Credits:	10
Contact Days:	Seven online sessions conducted over a period of three months
Prerequisites:	Grade 12 Qualification or NQF Level 4 equivalent
Training Options:	Online / Facilitated Sessions: Please contact our Sales team to confirm the next available intake date for this programme.
Minimum Learner Required:	10 Participants

3. Programme Content

- Workshop 1: Introduction to Social Media
- Workshop 2: The Role of Social Media in Business
- Workshop 3: Social Media Strategy and Planning
- Workshop 4: Target Audience and Persona Development
- Workshop 5: Content Strategy and Creation
- Knowledge Check Assessments
- Short Project
- Simulation Activity

4. Topics

- Evolution of Social Media Marketing (SMM)
- Role of social media in modern organisations
- Social media strategy and planning
- Audience identification and persona development
- Customer segmentation and targeting strategies
- Content strategy and content creation
- Social media campaign planning tools
- Brand communication and audience engagement

5. Assessments

- Knowledge Check Assessments
- Short Project
- Simulation Activity

We trust that the above is in order and look forward to hearing from you for Implementation

6. Programme Schedule

Month	Activity	Time
Month 1	Programme Information Session and Mancosa Connect student Orientation	09:00 – 10:00
	Introduction to social media – Workshop 1	09:00 – 12:00
	Knowledge Check Activity 1 Due – (Mancosa Connect)	N/A
	Knowledge Check Activity 2 Due – (Mancosa Connect)	N/A
	The Role of social media in Business – Workshop 2	09:00 – 12:00
Month 2	Knowledge Check Activity 3 Due – (Mancosa Connect)	N/A
	Social Media Strategy and Planning – Workshop 3	09:00 – 12:00
	Knowledge Check Activity 3 Due – (Mancosa Connect)	N/A
	Target Audience and Persona Development – Workshop 4	09:00 – 12:00
Month 3	Content strategy and Creation – Workshop 5	09:00 – 12:00
	Simulation Activity	09:00 – 12:00

7. Workplace-based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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