

DIGITAL MARKETING & SOCIAL MEDIA MANAGEMENT

This 3-day Ontario Tech University Certificate Program has been redesigned to enable you to develop practical strategies to maximize your brand and increase your audience. Take a methodical approach to social media - **learn, apply, measure, report** - and you will gain the confidence to integrate and execute an effective social media campaign and to be the “go to” thought leader for your target audience.

What Makes This Program Different?

- **It's actionable.** The program is tailored for your organization so that you obtain hands-on results.
- **It's interactive.** You will receive ongoing feedback from the class and the instructors to generate and inspire new ideas.
- **It's sustainable.** We will be laser-focusing on time management techniques so that you can stay on top of your presence online and aligning it with your overarching marketing initiatives.

Who Should Attend?

- * New & experienced sales professionals & sales managers
- * Entrepreneurs and business owners
- * Service professionals and front-line service consultants

Digital Marketing and Social Media Management Fall 2019

Program Courses:	Dates:
Digital Media & Marketing Strategies	October 8, 2019
Digital Marketing	October 22, 2019
Creating Content & Expanding your Network	November 5, 2019

DID YOU KNOW?

Canada-Ontario Job Grant (COJG Funding) Continuous Learning is an accredited training provider under the terms of COJG program which provides financial assistance to private and non-profit employers to offset the cost of providing training to new or current employees. For links to the COJG website visit: <https://ontariotechu.ca/continuouslearning/about-us/canada-ontario-job-grant.php>.

Instructors

Andrea Kennedy

Andrea is the Founder & Chief Marketing Strategist at Spread Your Word Marketing Group. An engaging and dynamic personality, Andrea applies a very collaborative approach to teaching and learning. She is a sought-after speaker and educator who excels at making new concepts, ideas and theories relevant and relatable.

Leslie Hughes

Involved in the world of Digital Media since 1996, Leslie has worked with clients in traditional and digital marketing for over 20 years. Leslie founded PUNCH Media in 2009, and has presented at various conferences and was referred to as a Social Media “guru” on CBC Radio’s “Here and Now” and has appeared on CTV’s “The Social”.

CONNECT WITH US

ontariotechu.ca/learn

continuouslearning@uoit.ca

905.721.8668

ext. 2822