

TRAINING COURSES: COMMUNICATION

SOCIAL MEDIA MANAGEMENT:

- Introduction to Social Media Management
- LinkedIn/Facebook Page Optimization
- Developing an Editorial Calendar for Consistent Presence
- Paid Advertising on Social Media

SOCIAL MEDIA CONTENT CREATION:

- Using Canva for Graphic Design
- Image Editing with Photoshop
- Basic Video Editing with CapCut
- Introduction to Adobe Premiere Pro
- Techniques for Creating Visually Appealing Content

INTRODUCTION TO DIGITAL MARKETING/DIGITAL MARKETING STRATEGY:

- Understanding the Basics of Digital Marketing
- Digital Marketing Channels (SEO, SEM, Email, etc.)
- Setting SMART Goals for Digital Marketing
- Connected Marketing (Focused on the 4Ps and Phygital):
- Review of the 4Ps of Marketing (Product, Price, Promotion, Place)
- Introduction to Operational Marketing
- Strategies to Integrate the Physical and Digital World (Phygital)
- Using Technology to Enhance Customer Experience
- Examples of Successful Connected Marketing Campaigns

INTEGRATED MARKETING COMMUNICATION:

- Understanding the Basics of Integrated Marketing Communication (IMC)
- Aligning Communication with Marketing Objectives

CREATING A SHOWCASE WEBSITE WITH WORDPRESS:

- Introduction to WordPress and its Ecosystem
- Choosing a Hosting Provider and Installing WordPress
- Basic Configuration and Understanding of the Interface
- Choosing and Customizing a Brand-Appropriate Theme
- Creating Pages and Navigation Menus
- Media Management: Images, Videos, and Other Visual Content

ADVANCED CONTENT:

- Integrating Features: Contact Forms, Galleries, etc.
- Using Plugins to Extend Functionality
- Site Optimization for SEO with Dedicated Plugins

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