



The world of advertising will never be the same with the advent of social media. Users are generating their own content using blogs, podcasts, and websites like Youtube. Media consumption patterns have changed in a way that could not have been predicted even just 10 years ago. And Social Media is the new vanguard of the Internet.

## **COURSE CODE: Social Media Seminar**

**AUDIENCE:** This course is designed for people working in advertising, media, marketing and public relations; and especially media planners and those whose job it is to purchase advertising in the online media space or design online publicity campaigns for clients to coincide with print and broadcasting campaigns.

**OBJECTIVES:** Upon successful completion of this course the student will understand how social media is impacting traditional media, how it is impacting traditional business models and forcing the biggest industries like publishing, music and movie industries to change the way their media is produced, consumed and distributed to their respective audiences. And most importantly evaluate several case studies of successful use of social media to compliment traditional media strategies.

### **TOPICS:**

1. Blogging
2. Identifying The Influential Bloggers
3. Podcasting
4. Videocasting
5. RSS – Really Simply Syndication
6. Monitoring the Online Buzz (Technorati, Amatomu)
7. Understanding Online Distribution
8. Affiliate Marketing
9. Contextual Advertising (Google AdSense/Adwords, Yahoo Publishers Network)
10. RSS – Really Simply Syndication
11. iTunes, iPod and Music Industry
12. Youtube, iTunes and Movie Industry
13. Social Bookmarking
14. Social Networking (MySpace, Facebook, LinkedIn)
15. South African Social Media projects

**TRAINERS:** [Ramon Thomas](#)

**PREREQUISITES:** This course assumes basic knowledge of email and search engines

**DURATION:** 09h00 to 12 noon.

**FEE:** R1,000 per person or R7,500 for groups of 10-15 people

**It's easy to book for this course simply call 011-4331034**