

## Course details

### Course title

Beginners Social Media Marketing for Enterprise: eBay

### Course code

Q00016492

### Course date

Start: 04/07/24

End: 04/07/24

### Number of classes

1 sessions

### Timetable

Thu 4th Jul, 9:30 to 12:30

### Tutor

Karen Duncan

### Fee:

Free

### How you'll learn

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

## **Venue**

Online

## **Qualification name & awarding organisation**

Beginners Social Media Marketing for Enterprise: eBay ()

## **Level of study**

Beginners

## **Course overview**

Discover the wonderful world of Beginners Social Media for Enterprise: eBay with this course. Whether you have studied the content before or are completely new to it, you will find value on this programme. This social media marketing course is aimed at beginners, so don't worry if this is new to you! We will explore Social Media for Enterprise: eBay on this course. You will understand how this shopping platform works and learn to set up your profile. Understand how to define your target audience and create content that they want to see. Learn how to schedule posts and plan a content calendar. You do not need any special tools to attend, just yourself and some enthusiasm. Start your social media for Enterprise: eBay marketing journey today by registering for this course.

## **Course description**

Social media is one of the biggest marketing channels today. Whether you're a small business owner, charity worker, community service operator, or local performer, having a presence online can help you get in front of your target audience. Social media courses give you essential digital training to be able to set up and run social media accounts.

They also help you learn to market yourself online.

This Social Media for Enterprise: eBay course is aimed at beginners, so don't worry if this is new to you!

This course is based on face-to-face teaching in an online setting.

On this Social Media Marketing for Enterprise: eBay course, you will learn about:

- Social Media platforms and how to leverage it for eBay.
- How channels work and learn to set up your profile.
- How to define your target audience for eBay and create content that they want to see.
- Learn how to schedule posts and plan a content calendar.

In addition to the content, citizenship, employability, and digital skills will also be embedded in the programme.

Assessment of learning will be done regularly throughout the course.

Information, advice, and guidance will also be given to enable further course/professional progression.

## **What financial support is available?**

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

## **What other support is available?**

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

**Source URL:** <https://www.wea.org.uk/courses/skills-work/digital/4-july-beginners-social-media-marketing-enterprise-ebay>