



# COLLEGE OF BUSINESS EDUCATION

(Incorporated by Act of Parliament No. 31 of 1965)

Bibi Titi Mohamed Road, P. O. Box 1968, Dar es Salaam

Tel No.: +255-022-2150177; Fax No.: 255-022-2150122; Email: [rector@cbe.ac.tz](mailto:rector@cbe.ac.tz); Website: [www.cbe.ac.tz](http://www.cbe.ac.tz)

## SHORT TRAINING COURSE, MAY 2021

### PRACTICAL TRAINING: DIGITAL AND SOCIAL MEDIA MARKETING

#### Course Description:

Employers are looking for talent to lead and guide on new marketing trends, and a strong understanding of digital is now seen as being essential for career success. Now is the time to develop the specialist skills to stay relevant in a constantly changing digital marketing landscape. This course will upgrade skills and knowledge of your employees specifically designed to provide cost-effective, comprehensive training in Internet, Social Media and Mobile marketing (e-marketing) channels, platforms, techniques and strategies to ensure you know what you need to know, whether for 'Business to Consumer', 'Business to Business' or 'Not For Profit'.

#### Learning Outcomes:

At the end of the course participants will be able to

- Develop the skills to build an actionable digital marketing strategy that aligns with your business goals.
- Apply concepts learned in class in a final team project and create your own digital strategy when you return to work.
- Examine how companies use different strategies to reach target audiences and learn how to incorporate them creatively in your own organization.
- Learn to develop a digital plan that breaks up groupthink and aligns departments around a common vision.
- Expand your definition of ROI and determine which KPIs can be applied to your digital plans.
- Share ideas and challenges with a dynamic peer group of global digital marketers and enjoy multiple networking opportunities.
- Earn a digital Certificate of Participation from the College of Business Education

#### Course Contents:

1. Fundamentals of Modern Marketing	2. Email Marketing
3. Search Engine Optimisation (SEO)	4. You Tube Marketing
5. Social Media Marketing (Facebook, Twitter, Instagram)	6. LinkedIn Marketing
7. App Marketing	8. Google AdWords
9. Facebook Ads	10. Google Analytics
11. Tanzania Legal Aspect of Digital	

**Target Group:**

This intensive program is ideal for those looking to understand the big picture of building and executing a digital marketing strategy. Participants should be familiar with the various social and digital media platforms and can understand how business drivers apply to these digital marketing initiatives.

This class is ideal for: Relationship officers; Sales managers; Marketers; Marketing students; Public relation officers; Customer service officers; Communication officers; Information and Communication Technology Officers; Desk officers.

**Date:** 26<sup>th</sup> to 28<sup>th</sup> May 2021

**Time:** From 16:00 hours to 19:00 hours

**Venue:** College of Business Education (CBE), Dodoma Campus

**Course Fees:**

The course **fee of TZS 220,000** covers costs of facilitation, training materials (stationery and other consumables), and venue during session. Participants/clients are expected to meet their transport costs to and from the venue, accommodation, healthcare and other allowances if applicable for participants. Payments should be done in advance. Please obtain a control number from **CBE DODOMA CAMPUS** before making your course fee payment.

**Registration:**

Please complete the registration form and return it with the bank pay in slip to CBE by mail or physically at **CBE DODOMA CAMPUS**.

**NOTE:** Though this course is free for CBE staff; however, you need to communicate to confirm your Participation before course commencement to have a true number of participants

**Contact Details / Person:**

*Dr Josephine Churk*  
*Consultancy Co-ordinator,*  
*College of Business Education – Dodoma Campus,*  
*P. O. Box 2077,*  
**Dodoma.**

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*Campus Director Email: [dir.dodoma@cbe.ac.tz](mailto:dir.dodoma@cbe.ac.tz)*



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## SHORT COURSE REGISTRATION FORM

1	Name of the Applicant Prof./Dr./Mr./Mrs./Miss				
2	Participant Employer/Organization				
3	Job Title				
4	Sponsoring Company/Authority				
5	Your Contact	Postal Address			
		Mobile phone Number			
		e-mail			
6	Dates to attend the Course(s) chosen				
7	Confirmation of Fee Payment	Deposit Slip No.	.....	Amount & Date Paid	.....
8	Declaration by Applicant	I hereby apply to attend the training courses mentioned in this registration form Signature of the Applicant: ..... Date: .....			