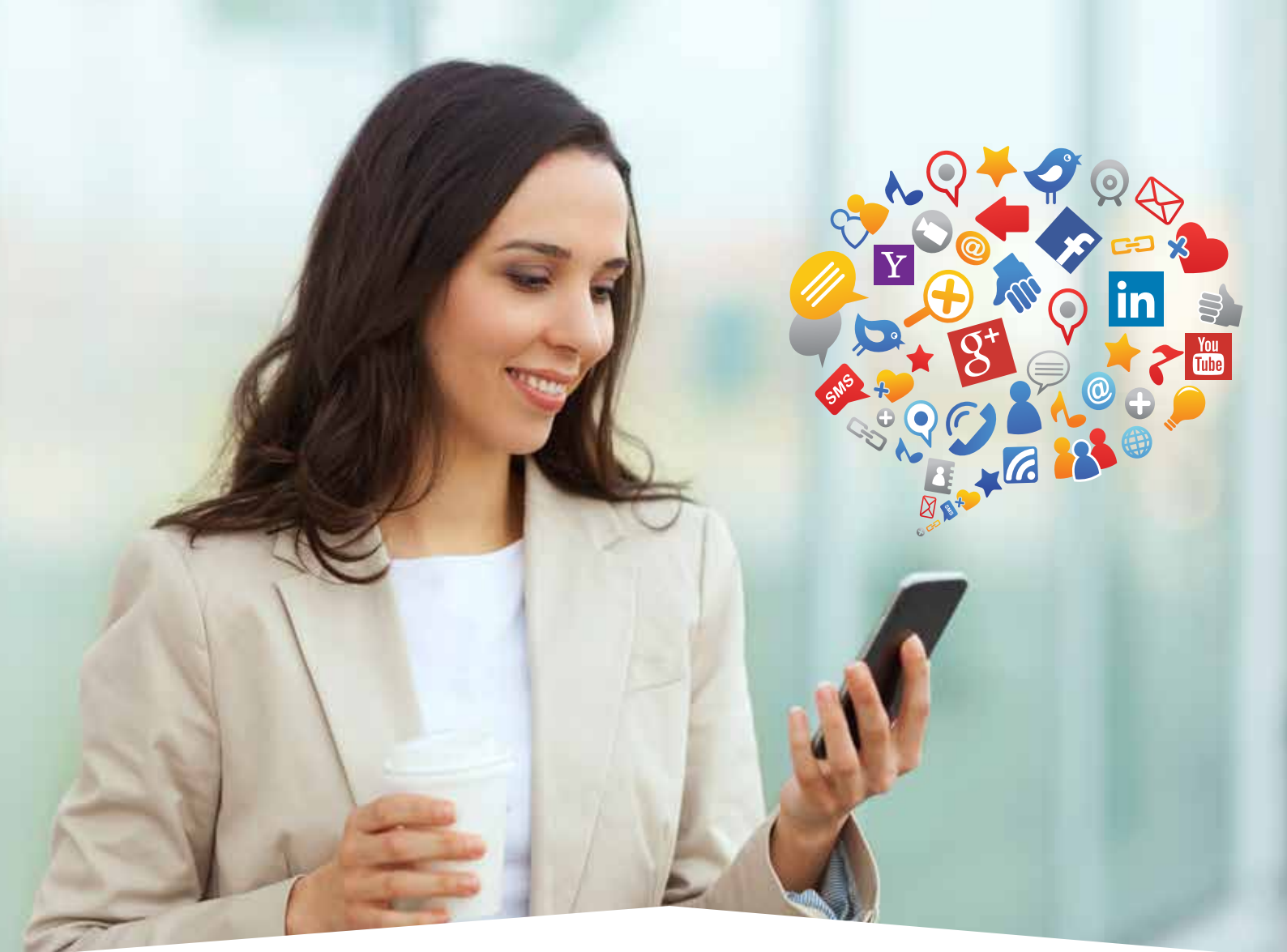




UNIVERSITY OF  
KWAZULU-NATAL™  
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# EXTENDED LEARNING

## Integrating Social Media into your Marketing Strategy



500 million tweets are sent every day. If Facebook were a country, it would have the world's second largest population. There are more than 300 million LinkedIn users found in 200 countries and every continent. The online universes of content, social and search are being woven together so seamlessly that marketing is becoming an extension of our lives as we share, search, critique and produce content every second of every day. Social Media has transformed the terms of engagement, the way individuals and businesses communicate, and the pace and manner in which messages are spread. Cloud computing is enabling the constant supply of information-in-a-pocket. With most consumers having some sort of connection to the World Wide Web, via their computers, tablets, or smartphones, a social media strategy is no longer optional.

This course is designed to open up this new window of opportunity. It provides a commercial view of social networks. It taps into existing and future technologies. It stirs an interest, a desire, an appetite, to integrate social media into your marketing strategy.

STARTS 11 MAY 2015

OUR WORLD IS CHANGING...SHOULDN'T YOU?

# Integrating Social Media into your Marketing Strategy

## How you will benefit. You will learn to:

- Understand social media interaction with a business/ commercial context
- Identify social media channels appropriate to your marketing intents in business operations
- Engage positively with a variety of feedback
- Understand the acceptable and ethical conversational modes of social media
- Understand the importance of contemporariness and topicality of content in social media
- Build effective client relationships utilising social media

## Key focus areas:

- The role of social media in a commercial context
- Social media channels
- Social media relationships
- Strategies for applying social media channels and tying them into specific objectives
- Why you need to avoid the 'hard-sell' (how to approach the public)
- Strategies to maintain public interest in your social media stream

## Who should attend:

Management executives with an interest in, or responsibility for communication and marketing, who also wish to understand the implications and implementation of digital technology in their business.

## Entrance requirements:

Matric and basic computer literacy

## Programme fee:

The course fee of R7 250 (incl. VAT) covers tuition, instruction material, lunches and refreshments.

## Estimated level:

Level Five on the National Qualifications Framework (NQF)

## Duration:

Two days (08:00 – 16:00)

## Facilitators include:



**Mike Maxwell** is an academic, a journalist and a business-trained strategic manager. He is a former Dean and Head of the Department of Journalism and Public Relations at the Durban University of Technology, and has had over 30 years practical experience working in the media as an editor, sub-editor, photographer, writer and public relations practitioner.

He has travelled extensively and worked in the UK, Ireland, Australia, Italy and South Africa. Having completed an MBA with a marketing and media-oriented focus at Trinity College Dublin, the growth of social media has been a natural field of enquiry.

As an academic with specific interests in media and communication, he has followed the development and progress of social media and has observed its increasing significance as a channel for commercial information.



**Simon Grainger** is a passionate consultant who aims to assist businesses and individuals build their brands more effectively. His consultancy, BrandBright, has worked across a range of industries including both for corporate and non-profit organisations; this work spans the medical, financial services, construction, hospitality, and advertising

fields. With a Masters degree in Culture, Media and Communication from UKZN, Simon is currently the Head of Brand Strategy at Vega School of Brand Leadership on the Durban campus. He has a particular interest in the areas of brand development, social media, and creating sustainable brand-consumer relationships.



**Dave Duarte** was named a Young Global Leader by the World Economic Forum in 2014, and is a globally recognised expert in Social Media. A passionate educator, Dave developed the first Social Media and Mobile Marketing courses for the University of Cape Town. He also founded the Ogilvy Digital Marketing Academy.

Dave currently serves as a partner at Treeshake; Trustee at Mxit Reach; VC at Endeavor, and board member of several high-growth tech startups. He does a popular weekly social media segment on South African radio station, GoodhopeFM, as part of the Ozone show that won best afternoon drive show at the 2014 MTN Radio Awards. As a social media practitioner, Dave won Best Business Blogger at the South African Blog Awards; and was named in the Annual's 100 Most Influential People in Media and Advertising. His expertise is social influence strategy for business - working with influencer groups to drive behavioural change, using technology.

## CONTACT INFORMATION

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