

DIGITAL MARKETING AND COMMUNICATION MASTERCLASS

NOTE TO PARTICIPANTS

MODE: 100% ONLINE

DATE: 30th OCTOBER – 7th NOVEMBER, 2021 (Saturdays & Sundays only)

Host Organization: Cadi Media and Communications Consult
www.cadicommunications.com

Partnering Organization: ISOC Ghana Chapter
Child Online Africa
MTN Ghana

Contact Persons:

Martin Ntem –	0543480553
Theodora Kwening -	0553243902
Evans Mensah -	0242857415

Introduction

Thank you for registering for the DIGITAL MARKETING AND COMMUNICATION MASTERCLASS.

This course is carefully designed to prepare communication students, young graduates, and communication practitioners for the ever-changing and more demanding roles of Content Managers, Communication Officers, Social Media Marketers, Communications & Media Coordinators, etc.

This course explores several aspects of the new digital marketing environment, including topics such as development, implementation, and management of social media strategy, digital marketing analytics, search engine optimization, social media marketing and communications management.

It outlines the key steps involved in promoting a brand through social media, including setting and tracking campaign objectives. Other topics covered include how to identify your target audience and the right channels, how to create engaging content, and how to manage your presence online.

Learning outcomes

- Gain an understanding of Digital Marketing
- Understand the Concepts & Terminologies of Digital Marketing
- Learn to develop, implement and manage social media strategies
- Learn to evaluate and choose appropriate web analytics tools and techniques

- Learn to develop, implement and manage Digital Media Strategy
- Learn to manage and oversee social media content and content creation
- Ability to measure the success of every social media campaign
- Ability to use social media marketing and content creation tools
- Learn to monitor SEO and user engagement, and suggest content optimization
- Abreast with the latest social media best practices, technologies, and algorithms.
- Ability to manage Internal Communication Channels
- Learn to plan, run and evaluate a marketing campaign
- Understand strategic marketing concepts and tools to address brand communication in a digital world

Course Requirements

- Passion & Commitment
- **Zoom app**
- 4 days, 6 hours per day
- Computer or phone with Internet Connectivity
- No prior experience with digital marketing required

Notes:

- All the four modules shall be online due to the huge number of applicants
- This special arrangement is also to favor all those who live outside Accra and Ghana
- There will also be no need to miss other equally important assignments or tasks. Video recordings and other materials will be sent to all participants especially those who may have to miss some sessions for one reason or the other.
- Certificates will be available for pick-up on GIJ Ringway Campus from **Monday 8th to Saturday 13th November, 2021** during working hours from **Ms.Theodora Kwening (0553243902)**
- Participants who cannot come in person can authorize others to pick their certificates on their behalf.
- Bilkis Delivery Service is available to deliver certificates upon request to interested participants within and outside Accra on payment-on-delivery basis. **(Gh12 within Accra & Gh20 outside Accra)**
- All communication shall be via SMS and or Email, or phone on the following contacts; 0543480553 / 0553243902/ 0242857415 **only.**

Digital Communication Masterclass Timetable

30th – 31st October, 2021 & 6th and 7th November, 2021

Period	Saturday- Online 30 th October	Sunday - Online 31st October	Saturday- Online 6 th November	Sunday - Online 7 th October
9- 11am	<p>Welcome and course objectives</p> <p>Module 1 – Understanding Digital Communications</p> <ul style="list-style-type: none"> • Overview of the Digital Media Space • How to develop, implement and manage Digital Media Strategy • Setting up and managing digital media presence <p>- Nathaniel Alpha</p>	<p>Recall of day 1</p> <ul style="list-style-type: none"> • Managing Organization’s websites • Using social media marketing and content creation tools <p>- Felix Baidoo</p> <p>Chatbots Technology for marketing</p> <p>- ChatBots Ghana</p>	<p>Recall of day 2</p> <p>How to run a successful SMS Marketing Campaign</p> <p>Martin Thompson Ntem</p> <ul style="list-style-type: none"> • Managing digital media presence with child safety in mind. • CRC consideration for Digital Marketing. <p>-Awo Aidam Amenyah</p>	<p>Recall of day 3</p> <ul style="list-style-type: none"> • Making money as a Communication Consultant • Strategies for taking lessons learnt to your workplace or business <p>-Dr. Kobby Mensah</p>
11 – 11.30	Break	Break	Break	Break

<p>11.30am – 1.30 noon</p>	<ul style="list-style-type: none"> • Defining most important social media KPIs • Managing, creating and overseeing social media content • Evaluating social media campaign <p>- Felix Baidoo</p>	<p>Module 3 – Communications Management</p> <ul style="list-style-type: none"> • Developing a Communication Plan • Managing Internal Communication Channels • Media relations and monitoring <p>- Paulina Kuranchie</p>	<ul style="list-style-type: none"> - Language and Effective Communication - Persuasion - Ethical communication - Advocacy, Lobbying and Negotiation Skills - Presentation Skills <p>– Dr. Modestus Fosu</p>	<p>- Time With Kaly Jay</p>
<p>1.30 -2.00</p>	<p>Break</p>	<p>Break</p>	<p>Break</p>	<p>Break</p>
<p>2.00pm – 4.00pm</p>	<p>Module 2 – Digital marketing for business /organizational growth</p> <ul style="list-style-type: none"> • Monitoring SEO and user engagement and suggest content optimization • Learn how to run paid ads to reach the right target 	<ul style="list-style-type: none"> - Campaign Planning, Marketing and Evaluation - Strategic marketing concepts and tools to address brand communication in a digital world. <p>- Dr. Priscilla Teika Odoom</p>	<p>Module 4 – Brands Communications Management</p> <ul style="list-style-type: none"> - Introduction to brand guide - Communicating the brand <p>- Ken Awuku</p>	<p>Communication Case Analysis Noel Nutsugah</p>

	<p>audience (Facebook, linkedin, Instagram)</p> <ul style="list-style-type: none"> • Latest social media best practices, technologies and algorithms. <p>-Nii Ayiku Ayiku</p>		<ul style="list-style-type: none"> - Copyright Protection - Wabugo Michael 	
--	---	--	---	--

- Moderators:**
- Korku Lumor (Professional Master of Ceremonies/ Broadcast Journalist)
 - Naa Adoley Moffatt (Broadcast Journalist, CitiTV/FM)
 - Daniel Adapoe (Member, Cheezzy Pizza Communications team)
 - Zeinatu Erebong Issahaku (Staff Writer / Presenter, Ameyaw Debrah Media)

For further inquiries:

- For any enquiries kindly contact Customer Relations on +233543480553