School of Marketing NI
CIM
Accredited Study Centre

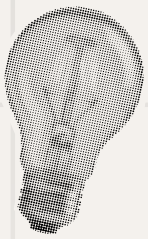
CIM LEVEL 4 AWARD
SOCIAL MEDIA MARKETING

Learn to Create Social Media Strategies with Confidence and Impact



In this course, you'll learn how to make social media work for your brand. From understanding the role it plays in the customer journey to choosing the right platforms and creating content that lands, you'll build the skills to plan, run, and measure social media campaigns with confidence. Get ready to put social media into practice!

Led by experienced social media practitioner Cara Jackson, Head of Marketing at Bored of Lunch and UK Social Media Awards Judge, you'll connect important marketing concepts with with real-world social media marketing practice.



What you'll learn

- **Discover** why social media matters and how it can boost your organisation.
- **See** how it shapes customer behaviour – the good, the bad, and the ethical.
- **Explore** the strengths of different platforms, from TikTok to LinkedIn.
- **Learn** how to create and share content that connects with your audience.
- **Build** a simple, effective social media plan you can put into action.
- **Find** out which numbers really count when it comes to measuring success.

Starts late Nov 2026

Tutor
Cara Jackson

Format
5 live online Thurs evening sessions plus assessment briefing

Cost
£350 tuition fee
+ £205 CIM fees (payable to CIM)

Payment
Deposit £50
Flexible payment options available

CIM Assessment
90-minute onscreen multiple-choice test

Sign Up
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nwschoolofmarketing.com

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TAKE YOUR EXPERTISE FURTHER



Who is this course for?

Ideal for marketers looking to develop specialist social media marketing expertise, take on greater social media responsibilities or move into a social media role.



Flexible learning

You don't need to be local to study with us!

Our courses are delivered through live, online evening sessions, with recordings available to revisit and opportunities to explore real-world marketing challenges.

A recognised CIM qualification

Gain a standalone CIM Level 4 Award qualification in Social Media Marketing worth 10 credits, which can also count towards the CIM Level 4 Certificate if you decide to continue your studies.

Why study with School of Marketing NI?

Learn from experienced marketing practitioners at a CIM Accredited Study Centre, with a personal approach, flexible resources and support throughout your studies.

Ready to take the next step?

Starting late November 2026

Tuition: £350 | Flexible payment options available. Additional CIM fees: £205.

Get in touch to discuss the course, entry requirements or how to enrol.

WhatsApp 07894 272224