

Training Course: “Social Media in Marketing Management”

7 Days Schedule	
1 st Day	<p><u>Arrival Day</u></p> <ul style="list-style-type: none"> Participants will be transferred from the airport to their apartments in Barcellona Pozzo di Gotto.
2 nd Day	<p><u>Welcome Day</u></p> <ul style="list-style-type: none"> Presentation of the schedule for the upcoming days including information about Italian culture and Erasmus+ and the city. They will learn about important issues for the region of Sicily, the receiving organizations and their activities. Getting to know each other, expectations, fears, contributions, local realities, challenges Welcoming “Aperitivo” or happy hour at local venue.
3 rd Day	<ul style="list-style-type: none"> The huge possibilities that the Internet offers to marketers (social networks) Dissemination Strategies
4 th Day	<ul style="list-style-type: none"> Most Effective use of the social networks like: Facebook, Twitter, LinkedIn, Google+, Pinterest,
5 th Day	<ul style="list-style-type: none"> What should your web page look like and include in order to increase your reputation and popularity on the Internet How to reach and attract attention of the highest number of Internet users
6 th Day	<ul style="list-style-type: none"> Getting the most from the following social networks: YouTube, blogs, mention.com, advocate.com, eGrabber’s Account-Researcher, Tagboard, Rignite Final Evaluation Delivery of the Certificates of Participation
7 th Day	<p><u>Departure Day</u></p> <ul style="list-style-type: none"> Transfer to the airport