



**iUniversity**  
BY IYDA

## **Social Media & Content Marketing Bootcamp**

### **iUniversity by IYDA**

**Duration:** 2 Months

**Learning Hours:** 90 Hours

**Mode:** Online / Offline / Hybrid

**Eligibility:** 10+2 / Graduate / Working Professionals / Entrepreneurs

**Level:** Beginner to Intermediate

**Certification:** Certificate of Completion from iUniversity by IYDA

#### ***Module 1: Introduction to Social Media Marketing***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 2: Content Strategy & Planning***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 3: Facebook & Instagram Marketing***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 4: LinkedIn & Twitter Marketing***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 5: YouTube Marketing & Video Content***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 6: Content Creation & Copywriting***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 7: AI Tools for Content Marketing***

Practical learning through hands-on activities, assignments, and real-world applications.

#### ***Module 8: Capstone Project & Career Preparation***

Practical learning through hands-on activities, assignments, and real-world applications.

## ***Tools & Technologies Covered:***

- Meta Business Suite
- Canva
- Canva AI
- ChatGPT
- Buffer
- Hootsuite
- Google Trends
- YouTube Studio
- CapCut
- Grammarly
- LinkedIn Analytics

## ***Career Opportunities:***

- Social Media Executive
- Content Marketing Executive
- Social Media Manager
- Content Strategist
- Community Manager
- YouTube Marketing Specialist
- Digital Content Creator
- Brand Communication Executive
- Freelance Social Media Consultant
- Influencer Marketing Executive