

Social Media Marketing: 5 Days to Digital Stardom!

Course summary

Social Media Marketing: 5 Days to Digital Stardom! is a 5-day English as a Foreign Language (EFL) course designed for individuals interested in social media marketing. The course aims to provide participants with the language skills and industry-specific knowledge necessary to excel in this dynamic field. Through interactive activities, real-world case studies, and practical exercises, participants will enhance their English proficiency while gaining valuable insights into social media strategies, content creation, and digital marketing trends.

With 20 presentations and 10 workshops per week, this course is ideal for aspiring social media marketers, digital marketing professionals, and anyone looking to enhance their English language skills in a professional context. Participants must be at least 21 years old and have a minimum English proficiency level of B1+ (Intermediate). The class size is limited to a maximum of 12 students to ensure personalized attention and effective learning.

Date

Course Code

20/07/2026 - 24/07/2026 (5 days) TTSM 001-26

24/08/2026 - 28/08/2026 (5 days) TTSM 002-26

General Information

Lessons per week: 20 Presentation + 10 Workshops

Minimum age: 21+

Minimum Level: Intermediate (B1+)

Lesson duration: 45 hours per two-week course (22.5 hours per one-week course)

Course length: 1 week

Course fee: 1 week course - €400

PIC number: 948862634

OID number: E10056610

Course location: Easy School of Languages, 21, St Ursula Street, Valletta.

Contact person: Kasia Parascandalo

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Course requirements

Participants attending this course must have a minimum English level of B1+ (Intermediate or higher).

Further details

All trainees need to bring a laptop or tablet to all sessions with a mouse and charger. Students bringing company devices must make sure that they have administrative permission in order to download the software that is an essential part of this course.

Course outcomes

By the end of the course, participants will be able to:

- Understand and use social media marketing terminology effectively.
- Create engaging and relevant content for various social media platforms.
- Develop and implement social media marketing strategies.
- Analyze social media metrics to measure the success of campaigns.

Communicate effectively in English within a professional social media marketing context.

Certification Awarded

- Certificate of attendance.
- The Europass will be signed and stamped by the Director of Studies, if presented duly completed and previously signed by the sending organization.



PROVISIONAL TIMETABLE

Monday	09:00	• Overview of citizen journalism, its impact on traditional media, and its role in social media.	13:00	• Vocabulary building and role-playing exercises focused on creating citizen journalism content.
	12:30		14:30	
Tuesday	09:00	• Techniques for planning and executing social media campaigns.	13:00	• Group activity to develop a social media campaign for a hypothetical brand.
	12:30		14:30	
Wednesday	09:00	• Best practices for managing social media accounts, including scheduling, monitoring, and engagement.	13:00	• Hands-on practice with social media management tools and developing a management plan.
	12:30		14:30	
Thursday	09:00	• Exploring different types of social media advertising and their benefits.	13:00	• Case study analysis of successful social media advertising campaigns.
	12:30		14:30	
Friday	09:00	• Understanding the role of social media in promoting corporate social responsibility (CSR).	13:00	• Participants work in teams to create a CSR campaign and present their ideas.
	12:30		14:30	

*Our reduced hours policy applies in the case of 3 or less course participants.

**Lessons will be adapted and based on the enrolment form completed by the teachers before the course starts and the needs analysis carried out on the first day of the course.

*** If the level of English does not correspond to the course requirements, the participant will be asked to join a more appropriate course.