



MODULE ONE

RESILIENCE AND ESafety & BRAND STRATEGY

- Resilience
- eSafety
- Data Protection
- Cultural differences
- Tone of voice
- Brand measurement
- Social listening

MODULE TWO

BUSINESS STRATEGY

- Commercial objectives and goals
- Competitor analysis
- Business trends

MODULE THREE

COMMUNICATION STRATEGY

- Branding
- Communication plans
- Storytelling
- Neuro linguistic programming
- Communication trends

MODULE FOUR

MARKETING STRATEGY

- Digital marketing
- Social media
- Content management systems
- Platform policies
- Marketing trends

MODULE FIVE

DATA ANALYSIS STRATEGY

- Types of data
- Analysis techniques
- Reports, dashboards
- Engagement vs amplification
- Data analysis trends

MODULE SIX

COMMUNITY STRATEGY

- Platform policies
- Moderation
- Conflict management
- Leadership
- Diversity of thought
- Community management trends

SCENARIOS / PROJECTS

Project work based around scenarios featuring an emerging topic, trend or news event, to develop strategies to improve interaction and drive community engagement as well as creating messaging for online media channels.

6 MONTHS

PREPARATION FOR EPA

- Portfolio Development
- Professional discussion skills

GATEWAY READINESS AND END POINT ASSESSMENT



1. Scenario test with a question and answer session
2. Professionally guided discussion underpinned by portfolio

LIVE TUTOR LED SEMINARS FOR EACH MODULE PLUS 1-2-1 COACHING SESSIONS



SUPPORT FROM NEURODIVERSITY SPECIALIST