

# Message Received: The Social Media Influencer



For every young person aspiring to be an influencer or entrepreneur, this course demonstrates how to build a trusted, recognisable brand in a legitimate and ethical manner whilst delivering real-world insight into digital marketing elements such as social media, mail-shots and inbound marketing.

## Who is this course for?

- Young aspiring influencers and/or entrepreneurs
- Students who want to understand how to build a steady and trusted brand
- Students who want to gain skills that help them to learn how to engage and target an audience
- Students who have an interest in marketing or PR

## Learning outcomes

- Develop front-facing communication skills (podcasting, streaming etc)
- Understand how to use a modern CRM/ marketing platform using HubSpot
- Develop marketing techniques like inbound marketing, social media, SEO & digital marketing
- Gain knowledge of industry best-practices, standards and needs

## Locations

St Edward's School

**Age range:**  
16-18

**Minimum language level:**  
B2 (Upper intermediate)  
- C1 (Native)

**Class size:**  
20

**Weekly excursions:**  
2 full-day

**Certificate:**  
University certificate of completion

HubSpot Academy Certification

Graded Qualification from GoCreate Examinations

**Hours per week:**  
25

**Locations & Dates:**  
St Edward's School  
4 July - 18 July /  
18 July - 1 August



This course is developed with education partners GoCreate Academy & Hubspot, with every student having full access to the incredible HubSpot platform, where they can put all their learning into practice.

Students attending this course will receive:

- Graded qualification from GoCreate Examinations
- HubSpot Academy Certification
- University Certificate of Completion

**HubSpot**  
EDUCATION PARTNER  
PROGRAM



## Sample Timetable

	TUE	WED	THU	FRI	SAT	SUN	MON
AM	Arrivals	Course Introduction	Course Theory	<b>Excursion:</b> Central London Walking Tour & London Dungeons	Course Theory	Course Practical	Course Theory
PM	Arrivals	<b>Excursion:</b> Bristol	Course Practical		Project Introduction	Project Preparation	Course Practical
EVE	Welcome Games			<b>Activity:</b> Murder Mystery Night	<b>Activity:</b> Movie Night	<b>Activity:</b> Sports	Industry Talk & Q&A