



STUDENTS INDUSTRIAL WORK EXPERIENCE SCHEME  
**SIWES**



**ROLASOFT PROFESSIONAL COMPUTER & IT  
COURSES VERSION 2.0 LATEST**

# **SIWES Diploma in Social Media Marketing (SMM)**

*Become a job-ready Social Media Marketing  
in 3-6 months!*

# Benefits of Studying with RolaSoft

## ✓ 1. Industry-Relevant Curriculum

Stay ahead with a syllabus designed by industry experts, focused on real-world applications of social media marketing.

## ✓ 2. Hands-On Training

Learn by doing — build real-time projects, full-scale social media marketing.

## ✓ 3. Experienced Instructors

Gain insights from certified professionals and senior certified ethical hacker with years of teaching and industry experience.

## ✓ 4. Placement Assistance

Access job support services including resume building, mock interviews, and direct placement opportunities with partner companies.

## ✓ 5. Flexible Learning Modes

Choose between: **Online**, **Offline (at our center)**, or **Hybrid Classes**

# Benefits of Studying with RolaSoft

## ✓ 6. Mini & Major Projects

Work on individual and group projects to strengthen your portfolio and impress future employers.

## ✓ 7. Certification Upon Completion

Earn a **Diploma Certificate** from **RolaSoft Technologies**, recognized by IT recruiters and employers.

## ✓ 8. Small Batch Size

Personalized attention and better interaction in small groups for an enhanced learning experience.

## ✓ 9. Affordable Fees & Installment Plans

Top-tier training at a reasonable cost, with flexible payment options.

## ✓ 10. Career-Oriented Skills You'll Gain at RolaSoft Technologies

RolaSoft ensures you're job-ready with the right tech stack and practical knowledge.

# SIWES Overview

## SIWES Overview

**SIWES** (Student Industrial Work Experience Scheme) is a structured industrial training program designed for students in Nigerian tertiary institutions studying science, engineering, technology, and other professional courses. It is coordinated by the **Industrial Training Fund (ITF)** and serves as a bridge between academic knowledge and practical industry experience.

Typically conducted for a duration of **3–6 months**, SIWES places students in real work environments related to their field of study. During this period, they apply classroom theory to practical tasks and gain firsthand understanding of workplace expectations and professional practices.

# Advantages of SIWES to Students

## Advantages of SIWES to Students

**Hands-On Experience:** Provides real-world exposure and practical knowledge in the student's field.

**Bridging the Skills Gap:** Helps students connect academic theories with industry practices.

**Career Readiness:** Prepares students for post-graduate employment by developing technical and soft skills.

**Professional Networking:** Offers opportunities to build relationships with industry professionals.

**Improved Employability:** Enhances resumes/CVs with relevant work experience that employers value.

**Understanding of Workplace Culture:** Teaches students workplace ethics, teamwork, and communication.

**Opportunity for Future Placement:** Sometimes leads to job offers or future internships with the same organization.

# SIWES Social Media Marketing Course Details



## **Duration**

Three-Six (3-6) Months



## **Schedule**

Weekdays / Weekends



## **Learning Modes**

Online, Offline (at our center), or Hybrid Classes



## **Start Date**

New batches start every month — enroll now!



## **Eligibility**

No prior experience required

# SIWES Social Media Marketing – Program Details

## Program Overview

The **Social Media Marketing (SMM)** course equips students with practical skills and strategies to leverage platforms like Facebook, Instagram, Twitter/X, LinkedIn, and TikTok for brand promotion, customer engagement, and business growth.

The course covers content creation, audience targeting, ad management, and performance analytics—preparing students for modern digital marketing roles.

# SIWES Social Media Marketing - Target Audience & Prerequisites

## Target Audience:

- ✓ Students in Marketing, Mass Communication, Business Admin, IT, and aspiring digital entrepreneurs, especially for SIWES or internships students.

## Prerequisites:

- ✓ Basic computer literacy and familiarity with using social media platforms.

# SIWES Social Media Marketing Course Curriculum

## Module 1: Introduction to Social Media Marketing

- ✓ What is digital marketing?
- ✓ The role of social media in modern business
- ✓ Overview of key platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok

# SIWES Social Media Marketing Course Curriculum

## Module 2: Creating a Social Media Strategy

- ✓ Defining goals (brand awareness, lead generation, sales)
- ✓ Identifying target audiences
- ✓ Platform selection and content planning
- ✓ Competitor analysis

# SIWES Social Media Marketing Course Curriculum

## Module 3: Content Creation & Branding

- ✓ Types of content: images, videos, text, reels, stories
- ✓ Content calendars and scheduling
- ✓ Branding basics (tone, style, logo consistency)
- ✓ Free tools: Canva, CapCut, Meta Business Suite

# SIWES Social Media Marketing Course Curriculum

## Module 4: Social Media Advertising

- ✓ Introduction to paid advertising
- ✓ Facebook & Instagram Ads Manager basics
- ✓ Budgeting, targeting, and A/B testing
- ✓ Ad formats and creatives

# SIWES Social Media Marketing Course Curriculum

## Module 5: Community Engagement & Management

- ✓ Responding to comments, messages, and feedback
- ✓ Social listening and reputation management
- ✓ Building and maintaining a brand voice

# SIWES Social Media Marketing Course Curriculum

## Module 6: Analytics & Performance Tracking

- ✓ Key metrics: reach, engagement, CTR, ROI
- ✓ Tools: Meta Insights, Google Analytics, Hootsuite
- ✓ Interpreting reports and optimizing strategies

# SIWES Social Media Marketing Course Curriculum

## Module 7: Influencer & Affiliate Marketing

- ✓ Collaborating with influencers
- ✓ How affiliate marketing works
- ✓ Creating partnerships and promotions

# SIWES Final Capstone Project (End of 3-6 Months)

Students will complete an **industry-level project**:

- ✓ Develop and present a full SMM campaign for a real or mock brand, Include content samples, a calendar, ad mockups, and performance projections.

# SIWES Social Media Marketing - Certification Obtain

After completion of the program, the student will be awarded with a certificate:

**SIWES Diploma in Social Media Marketing (SMM)**

# SIWES Social Media Marketing - Roles After Completion

Graduates of this course can pursue the following roles:

- ✓ **Social Media Manager:** Plans, creates, and oversees social media content and engagement.
- ✓ **Digital Marketing Assistant:** Supports campaigns across social and other digital platforms.
- ✓ **Content Creator:** Designs engaging visuals and videos for marketing.
- ✓ **Social Media Analyst:** Tracks and reports social performance metrics and trends.
- ✓ **Community Manager:** Builds and nurtures online communities and manages user engagement.
- ✓ **Freelance Marketer:** Offers marketing services to small businesses or startups independently.
- ✓ **Brand Strategist (Entry-level):** Helps define brand presence and marketing tone across social media.

# Rolasoft Technologies Services

## Rolasoft Technologies – Services Offered

### ✓ **SOFTWARE DEVELOPMENT COMPANY**

(MOBILE APPLICATION, WEB APPLICATION, DESKTOP APPLICATION, CUSTOMIZED APPLICATION, E-COMMERCE WEBSITE)

### ✓ **PROFESSIONAL COMPUTER AND IT EDUCATION**

(TOP-UP PROGRAMS, DIPLOMA PROGRAMS, CERTIFICATE PROGRAMS, TECH @ SCHOOL, CORPORATE PROGRAMS, SIWES PROGRAMS, CUSTOMIZED PROGRAMS)

### ✓ **DIGITAL ADVERTISING AND BUSINESS BRANDING**

(SOCIAL MEDIA MARKETING, EMAIL MARKETING, CONTENT MARKETING, WEBSITE SEO, BRANDED CLOTHING, STICKERS AND TAG, CUSTOM BRANDING, AND MANY MORE)

### ✓ **INTERNATIONAL UNIVERSITY ADMISSION PROCESSING**

(AMERICA, UK, CANADA, EUROPE, AFRICA, AND MANY MORE)

## Contact & Registration

 Phone: +234 8032867212, +234 8082171242

 Email: [info@rolasofttech.com](mailto:info@rolasofttech.com)

 Website: [www.rolasofttech.com](http://www.rolasofttech.com)

 Address: 2, Martins Street Off Ojuelegba Road, Yaba, Lagos State.

 **Enroll Today & Start Your SIWES Social Media Marketing Journey!**

*Shape your future with SIWES Social Media Marketing.*