



NIIT launches e-programs for women

The programme, to be delivered through Training.com a multi-modal learning platform by NIIT, is designed for women entrepreneurs, students, and freelancers who would like to delve into the arena of social media marketing

07 March, 2018 by BW Online Bureau



NIIT Limited, a leader in Skills and Talent Development, has launched a free online Program on Advanced Social Media Marketing exclusively for women, this International Women's Day. The last date to apply for the programme is 11th March 2018.

The programme, to be delivered through Training.com a multi-modal learning platform by NIIT, is designed for women entrepreneurs, students, and freelancers who would like to delve into the arena of social media marketing. The programme equips the learners to kick-start a career in Digital Marketing. This is a self-paced programme and the learner can go through it anytime. The duration of the programme is 1.5 hours consisting of 10 different modules.

The learners can earn a graded certificate in clearing the assessments. The programme will guide the learners on how to achieve their career and business goals using social media and provide knowledge on different social media modules such as:

- Facebook, YouTube, Instagram, LinkedIn and their tools
- Content and social media
- Social media advertising
- Social media mistakes to watch out for
- Blogging

Speaking on the occasion, **Mr. Prakash Menon, President, Global Retail Business, NIIT Ltd.**, said, *"Social Media is growing at a fast pace and it helps in spreading the word in a cost-effective manner. With such amazing growth prospects, every business today needs to leverage proper social media channels in the best possible way. Hence NIIT on this International Women's Day aims to train women entrepreneurs, students and freelancers on social media marketing to help them grow and attain their goals."*

<http://bwpeople.businessworld.in/article/NIIT-launches-e-programs-for-women/07-03-2018-142614/>