









>> Course Overview

This course aims to equip participants with a deep understanding of Meta technologies and their practical applications. The course delves into establishing a robust online presence through effective strategies for audience engagement and fostering business growth. Participants will learn to assess and set ad campaign budgets using Meta Ads Manager, implement structured marketing schedules, and proficiently create and modify Facebook pages. Additionally, participants will gain insights into utilizing Facebook and Instagram business accounts, creative functionalities, and communication tools for effective customer engagement. The course extends its focus to WhatsApp Business accounts, Meta Business Suite, and the strategic integration of advertising goals with business objectives. Throughout the course, students will develop proficiency in utilizing Meta Ads Manager for audience segmentation, ad placement, and strategic deployment of creative elements. The curriculum also covers Meta Pixel and Conversions API applications, data analysis, and privacy settings across Facebook, Instagram, WhatsApp, and Messenger. With a strong emphasis on compliance, the course addresses common reasons for ad rejection, ensuring participants are well-versed in navigating the evolving landscape of Meta social media platforms.

>> Course Outline by Module

Module 1	The Value of Meta
Module 2	Establishing a Platform Presence - Part 1
Module 3	Establishing a Platform Presence - Part 2
Module 4	Advertising Fundamentals
Module 5	Creating and Managing Ads - Part 1
Module 6	Creating and Managing Ads - Part 2
Module 7	Creating and Managing Ads - Part 3
Module 8	Reporting

>> Course Elements

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|  Video Instruction |  Reflections |
|  Interactives |  Concept Checks |
|  Reading |  Quizzes and Exams |
|  Projects |  Written Assignments |



>> Instructional Components

Pointful Education Courses are structured in a consistent, research-based format utilizing multiple pedagogical concepts such as Understanding by Design, Growth Mindset, and Video and Project-based learning. Through the use of these pedagogical concepts, Pointful Education maintains a consistent and engaging course structure that supports student-centered learning.

>> Course Materials

None Required.