



DIGITAL CONTENT CREATOR

Digital and Social Media Program

COURSE OVERVIEW

Learn how to create the type of digital content that drives engagement, interest and conversions for your organization.

Success in the digital and social world today is all driven by CONTENT. Being able to create, edit and deploy content that appeals to your target audience is increasingly becoming a key part of many individuals within the organization. What was once the domain of graphic designers has now transcended the organizational structure. Today, being able to create, edit and deploy powerful content in real time is becoming easier with user friendly tools.

The Digital Content Creator Course focuses on generating a wide variety of content with an emphasis on video (recorded, live & 360), images, audio, augmented, virtual reality, and chatbots.





This course focuses on hands-on content creation during your training as well as a 1-hour personal consultation following the course to help finalize your content.

COURSE CONTENT

Pre-Course Online Modules

 PRE 1 Image Editing & Optimization	 PRE 2 Audio Optimization & Editing
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3-Day Face-to-Face Modules

 MODULE 1 Recorded Video 1: Planning & Shooting	 MODULE 2 Recorded Video 2: Editing & Post-Production
 MODULE 3 Live Stream Video Optimization & Deployment	 MODULE 4 Augmented Reality Content Creation
 MODULE 5 360 Video & VR Optimization & Editing	 MODULE 6 Chatbot Creation & Deployment

Post-Course Online Modules

 POST 1 Content Creation Tools Overview	 POST 2 Webinars and Screencasting
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DELIVERY FORMAT

The Digital Content Creator Course is delivered using a hybrid delivery of online modules you complete at your own pace (2 pre-modules and 2 post-modules) as well as 3-days of face-to-face in class training and hands-on exercises.

COURSE INFORMATION

Location: K W Nasser Centre
256 - 3rd Avenue South, Saskatoon, SK

Fees: \$1,695 + GST

*Includes course material, all modules, and meals

To Register: www.edwards.usask.ca/execed
or call 306-966-8686

INSTRUCTOR PROFILE

Lyle R. Wetsch, MBA, MSc. Mgmt



Lyle R. Wetsch is the designer and facilitator of the Digital and Social Media Program. He is an Associate Professor of Marketing at Memorial University. His work has received several international awards and accolades. With his company *Digital Marketing Consultants*, he provides presentations and consulting services to businesses on various elements of digital and social media through the development, design and implementation of their digital and social media solutions. His professional credentials includes Google Partner and numerous Google, Bing, Twitter, Hootsuite and Hubspot Certificates.

DIGITAL AND SOCIAL MEDIA PROGRAM CERTIFICATE

The Digital & Social Media Program offers training and guidance on navigating and optimizing the constantly changing digital and social media landscape. Participants are required to complete three of the four Digital and Social Media Program Courses to receive a Certificate. Other courses include:

- Metrics, Measurement & Analytics
- Communication, Engagement and Advertising
- Strategy & Tactics



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