



University of Salford
A Greater Manchester University

Search & Social Media Marketing

- Developing credibility, confidence and dynamism of the Search & Social Media Marketing profession
- Collaboration between university and industry - bringing you the best of both worlds

Project partners:

- **Richard Gregory** (COO Latitude Group)
- **Aleksej Heinze** (Salford Business School)
- **David Kreps** (Salford Business School & MD *fourquarters*)
- **Ben McKay**
- **Simon Wharton** (MD PushON)

Benefits to you:

- Access to the latest thinking and practice in Search and Social Media Marketing
- An industry respected qualification
- Enhancement of your employability profile and client recognition
- Opportunity to further your skills and knowledge of Search and Social Media Marketing
- Learning method to suit your day-to-day commitments: one evening per week attendance with online support
- Choice of full programme or:
 - Search and Social Media Marketing Foundation – if you are new to this area
 - Search and Social Media Marketing Professional – if you are already a practitioner

For more information, please contact:

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