Message Received:
The Social Media Influencer

Academic Enhancement • Ages 16-18 • St Edward's School

Course Key Facts:

- 2 week duration
- 4 July / 18 July
- £2,950 per week
- St Edward's School, Oxford
- 25 hours per week
- Ages 16-18
- B2 (upper-intermediate) minimum language level
- Industry \ university certification

Course Overview

Bucksmore's Young Influencer course is for every young person aspiring to be an influencer/entrepreneur, demonstrating how to build a trusted, recognisable brand in a legitimate and ethical manner. This course is developed with education partners GoCreate Academy & Hubspot, with every student having full access to the incredible Hubspot platform, where they can put all their learning into practice.

The course delivers real-world insight into how to scale a brand through understanding digital marketing elements like social media, mail-shots and inbound marketing. Students also learn practical front-facing skills like live-streaming, storytelling, podcasting and presenting. This course mixes practical, task-orientated projects with insights into the importance of data and how to use analytics to determine the success of any campaign. Students learn how to niche down to scale big through discovering and refining their brand to be compelling and engaging to their target audience. The course is contemporary in approach and can lead to qualifications through our accrediting partners GoCreate Examinations and also certification via the Hubspot Academy.

Learning Objectives

- Understand how to break into the digital economy in a trusted and ethical manner
- Develop front-facing communication skills (podcasting, streaming etc)
- Understand how to use a modern CRM/marketing platform using Hubspot
- Understand data, how to analyse metrics and decipher the key learnings to improve your brand awareness
- Appreciate the nuances of brand development and how to refine to suit a particular demographic
- Develop marketing techniques like inbound marketing, social media, SEO & digital marketing
- Gain knowledge of industry best-practices, standards and needs

Course Outcomes

The course offers students the means to gain accreditation through our examination board partners GoCreate Examinations. GCE created the world's first qualifications in modern subjects like vlogging and podcasting and are one of the most progressive examination bodies in the world.

- The opportunity to be awarded a Graded qualification from GoCreate Examinations
- Be able to gain certification from the Hubspot Academy online portal
- A University Certificate of completion*

*University certification will count towards articulation onto Higher Education Courses

Course Partners

HubSpot is a leading CRM platform that helps to develop and grow businesses. The HubSpot Academy is the worldwide leader in online training for inbound marketing, sales and customer service that students will have free access to in order to put their learning into practice.

GoCreate creates and delivers a globally recognized series of new online Creative Media courses and qualifications, delivered by world class experts, in partnership with respected broadcasters, brands and educational institutions. They focus on giving students access to a wide selection of new, employment-focused, creative skills that can be used against applications to higher-education.

Additional Information

Our Academic Enhancement courses differ from other options across our wide portfolio. There are only 20 places available per 2 week session open to students of all nationalities, which means places are given on a first come, first serve basis. The structure of the course sees students working in groups to complete the course project, and the strict language level ensures that every student will still have a fullfilling experience without Bucksmore's usual nationality cap. The course is industry aligned, from the content to the tutors and to the overall experience.