



INTENSIVE CODE CAMP

**Social Media Marketing
2025/2026**

Be one of our Graduates Family

Track Overview

Information Technology Institute

People Develop Countries .. We Develop People



- ✉ ITInfo@iti.gov.eg
- ☎ +202-35355656
- 📍 28 Km Cairo / Alexandria Desert Road,
B148 Smart Village, Egypt
- 📘 Intensive Training Program
- 🌐 www.iti.gov.eg

Social Media Marketing



DESCRIPTION

ITI – (Social Media Marketing) Specialization – is a specialized track to make you qualified to the market in the field of Social Media Marketing



WHO MAY APPLY

Any Bachelor Degree Holder



TRACK DURATION

390 Training Hours about 5 months (learning and project).



DELIVERY APPROACH

Blended Training and Guided Practices with a Project Based Focused Journey.

BEFORE YOU APPLY

Candidates will have to complete the following prerequisite courses to join our program:

- Marketing Principles

Social Media Marketing



GRADUATE PROFILES

- Social Media Specialist
- Media Buyer Specialist



REQUIRED TOOLS

Laptop with suitable operating system



TRACK PRACTICES

Candidates may work together in one of the following Suggested Projects:

- Egypt Tourist Advertising projects

Social Media Marketing



OVERALL LEARNING JOURNEY OUTLINE

6%

Marketing Principles

Introduction to Digital Marketing:
Introduction to Marketing

23%

Social Media Marketing

Introduction to Social Media Marketing
Content Marketing
Facebook Marketing
Twitter Marketing
YouTube Marketing
Instagram Marketing
LinkedIn Marketing
SnapChat / Tik Tok

26%

Growth Marketing

Digital Marketing Tactics
Social Media Ads
Introduction to Generative AI and Prompt Engineering
Digital Marketing Strategy & Planning

8%

Graphics

Graphics for Social Media

14%

Employment Skills

Presentation Skills
Communication Skills
Freelancing Skills
Interviewing Skills & CV Writing

23%

Graduation Projects & Business Sessions