

Marketing a komunikace na sociálních sítích

Course code: KORMK

Marketing and communication on social media have become essential for the success of both businesses and personal brands. The way a brand presents itself has a significant impact on its visibility, credibility, and popularity among customers. This course explores practical ways to use Facebook, Instagram, and YouTube for effective marketing communication.

Affiliate	Duration	Course price	ITB
Praha	1	7 800 Kč	0
Brno	1	7 800 Kč	0
Bratislava	1	380 €	0

The prices are without VAT.

Course terms

Date	Duration	Course price	Type	Course language	Location
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The prices are without VAT.

Who is the course for

This course is designed for marketing and sales teams, entrepreneurs, managers, corporate social media administrators, and anyone responsible for promoting a brand or services through social media channels.

What we teach you

- Input text understand the importance of social media for business and personal branding,
- work with the core content formats on Facebook and Instagram,
- develop a profile, page, or channel strategy that strengthens the brand,
- understand the basics of social media advertising and campaign options,
- communicate effectively with followers and manage crisis situations in the online environment.

Teaching materials

Gopas guide book for this course.

Course outline

- The Importance of Social Media for Business and Personal Branding
- Facebook Marketing
- Building a Facebook Business Page and Profile
- Setting Up Advertising Campaigns
- Facebook Content Formats
- Crisis Communication on Facebook
- Instagram Marketing
- Building Your Brand on Instagram
- YouTube Marketing
- Best Practices for Building and Positioning Your YouTube Channel
- Communicating with Your Audience
- YouTube Channel Monetization Opportunities
- Duration: 1 day

GOPAS Praha
Na Strži 2097/63
140 00 Praha 4 - Krč
Tel.: +420 226 201 390
info@gopas.cz

GOPAS Brno
Nové sady 996/25
602 00 Brno
Tel.: +420 530 513 590
info@gopas.cz

GOPAS Bratislava
Dr. Vladimíra Clementisa 10
Bratislava, 821 02
Tel.: +421 902 903 132
info@gopas.sk



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