learning together
siner advanced skills institute

ERASMUS+ STRUCTURED COURSE | SCHOOL APPROVAL SUMMARY

A Guide to Social Media Ads for Educational Institutions

A concise, shareable overview for teachers, school leaders and Erasmus+ mobility coordinators.

Course code	LTGSMA76	**Language**	English
Destination	Porto, Portugal	**Subject level**	Basic to Intermediate Digital Marketing Literacy
Format	On-site · 6-day programme	**Audience**	School leaders, educators & marketing professionals

Educational purpose

Develop practical skills in Meta advertising, audience targeting, creative campaign design and performance analysis to promote educational programmes and institutions effectively.

Learning objectives & outcomes

- Meta Advertising Campaign Planning & Configuration
- Lead Generation & Enquiry Workflows
- Campaign Analytics & Performance Optimisation
- European Peer Exchange & Institutional Transfer
- Advertising Content & Creative Design
- Responsible Data Use & Privacy-Aware Advertising
- Educational Advertising Strategy & Application

Learning activities and methodologies

Programme format: **6-days (30h)**. Participants learn through guided platform exploration, analysis of real advertising examples, creative workshops and build campaign strategies. Peer exchange, structured feedback and reflection support the adaptation of learning to participants' own educational and institutional contexts.

Documentation, materials and practical arrangements

Certificate of Attendance: issued for participants meeting the 80% minimum attendance requirement. **Learning Agreement** and **Europass Mobility support** are provided where agreed and relevant; if you need support for additional documents contact our team. Participants have access to a dedicated folder with digital course materials, resources and evidences. **Materials to bring: Laptop.**

Locations, fees and booking

Course location: Porto. **Fees per participant:** 6-day: €480. Current edition dates, confirmation status, fee and inclusions must be verified before making non-refundable travel commitments. Pre-enrolment is non-binding and is not a booking confirmation.

Course details · **Live course calendar** · **Mobility documents**

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