



# SSG: How To Register for an eCornell Course

STEP BY STEP GUIDE



Access the URL <https://ecornell-genashtim.com/ssg/>



Scroll down the home page and browse the certificates and courses

## EXPLORE AWARD-WINNING ONLINE COURSES FROM CORNELL UNIVERSITY

eCornell has over 380 courses under 12 competency domains



Marketing



Financial Management



Financial Success for Non-Profit



Healthcare



Hospitality and Food-service Management



Restaurant and Hotel Revenue Management



Click on the category and select the course of interest

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**Marketing**

- Camera Selection and Mechanics
- Digital Asset Management
- Lighting
- Style and Expression through Photography
- Building a Photography Portfolio
- Professional Photography
- Brand Strategy
- Brand Positioning
- Brand Planning
- Brand Activation
- Brand Measurement
- Introduction to Negotiation
- Pricing Strategy (LSM671)
- Media Communication (LSM707)
- Strategic PR Planning (LSM708)
- Hiring and Managing PR Agencies (LSM709)
- Social Media Strategy (SHA741)
- Social Media Marketing Across the Purchase Funnel (SHA742)



To register click on “Enrol Now” and it will bring you to the following registration page and URL - <https://ecornell-genashtim.com/ssg/registration/>

**eCornell**

**Social Media Marketing Across the Purchase Funnel (SHA742)**

COURSE ID: SHA742

**Course Overview**

Social media is best known by its platforms, especially the ones we use every day like Facebook, Instagram, and Twitter. But social platforms are not all alike, nor are they used by the same people and for the same purposes. Marketers need to know which platforms are appropriate to serve specific business goals and objectives. In this course, you will learn how to create a platform strategy by conducting an audience analysis to identify and describe the brand target markets. You will then perform a competitive audit to clarify the brand's social media presences relative to the competitive set and determine the social media marketing goals for the brand by applying the social media marketing funnel. Lastly, you will select the right social media platforms to deliver on specific marketing objectives across the social media marketing funnel.

**\$S\$650** **Enroll now**

Certificates with this course

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Enter your NRIC on the register page and fill out the rest of the details.

- Please fill in your details, select “Category” of interest, click on “Certificate” or “Course” of choice.
- Select Payment Type
- **Remember to enter "REVSSGO" Promo Code for your SSG Claim invoice and receipt.**
- Please note that you will have to pay upfront for the course priced at SGD650 and claim within 90 days of the start date of the course.
- Once payment is validated, a receipt will be sent to your registered email address.
- You will receive the login details and commencement date for the course/certificate.
- To claim for SSG’s SkillsFuture Credit please access the URL - <https://ecornell-genashtim.com/ssg/#How%20to%20Claim>

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Full Name :

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NRIC :

Job title :

Company :

Mobile phone :

Email :

Category : Financial Management

Courses :

Payment Mode :  Credit Card (Visa/Mastercard - via Stripe)  
 Paypal  
 Bank Transfer

Promo code :

Comments :



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