



Influencer Course: Study Abroad this Summer

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Our Campuses



Geneva



Barcelona

Are you ready to become an influencer?

Our 2-week **Influencer Course** is designed to help students understand the basics of building a **personal brand** and **generating income** through social media platforms.

This short summer program introduces students to the background of **social media influencer culture**, the different **types of influencers** and their respective audiences.

Students will learn **how to optimize** their social media profiles, understand their target audience, and create and post relevant content. **Engaging with their audience** and **networking with brands** will also be covered, as well as **legal** and **ethical** considerations of **influencer marketing**.

Through this course, students will develop practical skills in building and maintaining an **online presence**, **marketing themselves as a brand**, and **monetizing their content**.

Your journey with the Summer Course

- Building your Personal Brand
- Brand partnership strategy & development
- Influencer Finance & Business Management
- Photo & Video Editing
- Content Writing & Content Creation

What you need to know

Duration	2 Weeks
Dates	Monday, August 5th - Friday, August 16th
Hours	40 (5 days x 4 hours)
Timetable	Monday - Friday, 11:00-16:00
Cost	€2500

Scan for more information



Why Geneva Business School

- Industry-expert faculty
- Diverse student body
- Professional mentorships
- Intimate class sizes
- Vast networking opportunities

Entry Requirements

- Minimum age of **18** to join.
- English level to be determined through an interview with an Admissions officer.
- A 1-2 minute video outlining the goals you aspire to achieve as an influencer.
- Submission of academic transcripts and certificates: **3.75/6.00 minimum GPA**.
- Admission deadline is the **end of June**.



Ranked 52nd
best Business School in the world
CEOWORLD Magazine

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