



The
University
Of
Sheffield.



CITY College
An International
Faculty Of
The University.

Business
Administration &
Economics
Department.

Seminar

Social Media Intelligence

Friday, 11 December

11:30 - 13:30

Thessaloniki

CITY College Auditorium
3 L. Sofou st. (5th Floor)



Dr Jillian Ney

Digital Behavioural Scientist

Jillian launched Scotland's first Social Intelligence Consultancy and has worked with Ftse 100 companies, she is now launching a new digital behavioural transformation consultancy.

Compulsory for MARENG3a (Undergraduate students),
MA in Marketing, Advertising and PR,
MA in Digital Marketing & Social Media,
MSc Management (ALL track) students

Optional for MANENG3a (Undergraduate students)

Open to ALL

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