

# **SOCIAL NETWORKING MANAGER CERTIFICATION SPRING SEMESTER 2012**

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## **NEW! Introduction to Social Media Manager**      **\$50 (all must pay)**

Social Networking is playing a big part in today's society for keeping up with your need to be connected. This class will introduce you to the different types of social networking sites, and will give students a chance to create their own social networking accounts. Prerequisite: Windows Level 1, Internet Basics. .12 CEUs

#1232	D. Blide	Jan 11-Feb 15
106 Van Dusen Hall	W	6-8 pm

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## **Social Media Manager Certification**      **\$65 + \$5 tech fee**

This course covers current theory and practical applications related to the development and management of small business social media marketing campaigns. Emphasis is placed on conducting research, and analyzing and reviewing current practices in effective social media strategies. Upon completion, students should be able to intelligently discuss and evaluate new and existing social media marketing campaigns for small businesses. 2.4 CEUs

#1231	D. Blide	Jan 10-Feb 16
106 Van Dusen Hall	T/Th	6-8 pm

#1233	D. Blide	Mar 6-Apr 12
106 Van Dusen Hall	T/Th	6-8 pm