

SOCIAL MEDIA FOR BUSINESS, CERTIFICATE OF COMPLETION

Requirements

This set of courses takes students through the planning process of using social media as part of a business marketing strategy. They will analyze the ways in which business and nonprofits use social media marketing to engage customers in dramatically different ways from the past. Students will create a successful business presence on social media using the Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest business environments and learn how to use these tools to capture all of the benefits offered to a business/organization.

Code	Title	Units
CMPW NC014	Facebook for Business	0
CMPW NC015	Twitter for Business	0
CMPW NC017	LinkedIn for Business	0
CMPW NC016	Pinterest and Instagram for Business	0
CMPW NC018	YouTube for Business	0

Learning Outcomes

1. Explain the differences and advantages of each of the six social media apps covered in this certificate.
2. Create a marketing strategy that support the business' goals.
3. Analyze effectiveness of a variety of content styles specific to each social media app.
4. Craft compelling content relevant and valuable to the defined target audience.