Social Media Marketing

This course includes both general software and network concepts as well as hands-on product specific training. Practicing professionals and students with a solid background in social media will acquire the knowledge to apply to one’s business successes.

Gain the skills to:

- Integrate social media into businesses to introduce, monitor, and maintain business products, services and successes.

- Use social media to perform proper research to turn any idea into a business.

- Use social media to survey and assess appropriate target audiences.

- Use data/results to market business more effectively.

- Explore alternate, popular social media options to gain a significant market share.

Date: Jul 30, 2013 - Aug 28, 2013
Day/Time: Tues & Wed, 6:30pm - 8:30pm
Fee: $250.00
Registration Deadline: July 26, 2013