This basic program combines Social Media Marketing tools and techniques with basic skills in photo/video and web-presence (site, blog, CMS) that are critical to effective online marketing for businesses and nonprofit organizations. The number of classes and hours that each student chooses to take to complete their program varies, beyond the minimum requirements. The intent is that the student selects the classes based on their own existing skills and their professional aspirations. The classes and hours that the student has completed will be printed on the back of the certificate, to document the individual program they 'built.'

Requirements

- Must take all required E-Marketing Core classes (4 classes, 12 hours) plus 1 elective Core class.
- Web Presence -- Blogs, Web Site Classes – must take a minimum of *12 hours.
- Images and Video Classes – must take a minimum of 6 hours.

Credit for completing a class is granted for full attendance. Exceptions will be considered based on instructor discretion. Not all classes are offered every semester.

Fluid Program

Content of existing courses will be updated as technologies and trends change. New courses will be added as appropriate.

One-year Limit

Due to the ever-changing nature of this field, students must complete their certificate within one year. There is no minimum time set to complete; once you have met the requirements, you should apply for the certificate of completion. There is no 'test-out' option available.

To obtain a certificate of completion, students must submit the application form.

Series documents are available for downloading at: www.tinyw.cc/emarketingseries

E-Marketing Class Descriptions and Hours

E-Marketing Core Classes   *****12 hours (4 classes required) plus at least 1 elective – 16 hours

Required Core Classes

E-Marketing for Small Business and Nonprofit Organizations 3 hours

Looking to reach your customer in the digital age? Learn how to leverage social media technology to spread your message, rally support, and increase your revenues. This seminar course is designed to offer managers the bigger picture on how electronic marketing can be used to benefit their organization. Explore effective sites and walk away with a surplus of new ideas on how to use Facebook, Twitter, LinkedIn and more to give your business a boost.

Social Media Best Practices 3 hours

Ensure that your venture into E-Marketing is effective. Proven principles of marketing, public relations and customer service can be applied to the new social media landscape. Explore some of the new best practices that have emerged and how common pitfalls can be avoided. Real world examples will be used and we'll relate these to your individual business.

Next Level with LinkedIn 3 hours

LinkedIn represents professionals seeking business and career opportunities. Unlike other social networking sites, LinkedIn was developed solely for 'business people' and offers the opportunity to build a network of quality contacts. Business owners and entrepreneurs: Kick-start your LinkedIn profiles to maximize their networking potential. Topics covered include: building a personal page, creating a business page, LinkedIn Groups, creating appropriate marketing messages, how to integrate LinkedIn with other social media platforms, and more!

Search Engine Optimization Tips 3 hours

Explore the various ways that Google ranks web pages. Learn tips and tricks to improve your website's search engine visibility and increase traffic. Walk away with a number of search engine optimization techniques that you can apply within your e-marketing strategy.

Elective Core Classes *(must take at least one)*

Introduction to Facebook Advertising 3 hours

Business owners, entrepreneurs, and affiliate marketers – get in the game! Create attention-grabbing ads on the world's most popular social network. Get to know display advertising basics and brand your business, build your following and measure the return on your investment. You'll also practice creating and writing ads that get users to take action.

Introduction to Facebook Analytics 3 hours

In this introductory class, we'll discuss the importance of Facebook's analytics through pixel. A Facebook pixel is code that you place on your website. It helps you track conversations from Facebook ads, optimize ads based on collected data, build targeted audiences for future ads, and remarket to qualified leads-people who have already taken some kind of action on your website.

Elective Core Classes, *continued*

Introduction to Web Analytics 3 hours
Which metrics should you track and what reports should you run when starting out with Google Analytics and Facebook Pixel? Learn the answers to these questions, as well as their fundamentals and how to install both codes on your website.

Advanced Google Analytics 3 hours
Google Analytics allows business owners, bloggers, or site managers to measure their advertising ROI as well as track Flash, video, and social networking sites and applications.

Social Media Community Management and Moderating 3 hours
What do you do if you have a negative comment on your website? Should you let people post on your company's Facebook page? Discover effective techniques for controlling the conversation while allowing people to give you meaningful feedback. You'll also pick up tips on making location-based services like Yelp work in your favor.

Effective Email Marketing 3 hours
This class will help beginners understand the key elements of email marketing from building and maintaining contact lists to analyzing the results of a campaign. If your business isn't using email as a marketing tool already, you should be, and this class will help you get started.

Blogging Best Practices 3 hours
Anyone can open their laptop and become a blogger, but what makes a blogger effective and able to achieve results for themselves or their company? Successful bloggers know who they're trying to reach and what 'voice' and writing style to use for a given audience or demographic. They also get to know the length and frequency of posts that keeps people coming back and new readers seeking them out.

Effective Communication on Social Media 3 hours
So, you've got a blog for your business, or a Facebook Fan Page, and a Twitter account. How are you using them? Are your communications bringing your desired response? Digital content can come from many places; make your web presences rich with information and media that effectively promote your product or service. Explore how and where to aggregate meaningful content.

Pinterest with Purpose   3 hours
Is your marketing strategy missing a huge opportunity? Pinterest has a huge visual appeal and can expand your community engagement and client base. You can use Pinterest to research customers, create a pinnable website, link to other social networks and measure your efforts with analytics.

Twitter Tactics for Your Business or Nonprofit 3 hours
Harness the power of Twitter to build your brand awareness, drive sales and promote your company. Use various Twitter tools to build and manage business campaigns online. Topics covered include: building a personal page, creating a business page, creating appropriate marketing messages, how to integrate Twitter with other social media platforms, and more!

Harness the Power of Hootsuite for Social Media 3 hours
Is social media taking time away from your other marketing activities? Are you concerned about reaching your audience at the perfect moment? Discover Hootsuite, a social media dashboard that can preprogram messages, track your followers, report friends and more.

LinkedIn Optimization 3 hours
What do people find when searching LinkedIn to assess your credibility? A great LinkedIn profile allows you to put your best foot forward and build your credibility online, as a business owner or job seeker. Don't miss this opportunity to learn everything you need to know about maximizing your professional image on Linked-In. This class is highly recommended for real estate professionals, photographers, other sole proprietors, and job seekers

Web Presence Classes   *Minimum *12 hours*
Maximize Your Business Facebook Page (Option for Web Presence requirement) 6 hours
Facebook is so widely used…find out how to set up your business's Facebook page and monitor customer opinions, develop loyalty, and establish 2-way communication.

LinkedIn for Your Business 6 hrs
Are your products or services or any value to the more than 200 million users on LinkedIn? Chances are, the answer is YES! Professionals are consumers, too. Build or tweak your business or organization's LinkedIn page to optimize positive exposure, drive traffic to your website and increase brand awareness. Explore options for the type of content you include for your target market and how to keep your site fresh. Find out the most effective ways to boost your brand in this environment.

The following Web Presence are general classes – descriptions are posted online

WordPress: Get Started 12 hours	**Web Coding Basics with HTML and XHTML Level 1** 8 hours
WordPress for Professionals 12 hours	**Advanced Web Design with HTML and XHTML Level 2** 8 hours
Drupal: Get Started 12 hours	**Dreamweaver Level 1** 8 hours
Drupal: Extending Drupal 12 hours	**Dreamweaver Level 2** 8 hours
Drupal: Theming Basics 12 hours	

Images and Video Classes Minimum 6 hours

Effective Images for Social Media (Option for Images and Video requirement) 6 hours

Impactful images are vital to the success of your business or organization. Avatars and thumbnails have to say it all in a very small space. Photos you post must be compelling to viewers, whether your goal is selling a product, point of view, or branding a company. And then there are the technical aspects of image adjustments: file size and format, cropping, how and where to post/share them, the legal aspects of using images on the web - and more. Find out how to improve your image by improving your images!

Effective Video Marketing (Option for Images and Video requirement) 3 hours

Are you using Social Media for marketing? Consider adding video to engage potential customers. With video, you can tell your story, provide useful information, engage your audience and convey qualities that are hard to express in words. Discover why video is quickly becoming a necessity for an effective social media strategy. You'll also analyze videos from successful national campaigns and local favorites as well as discuss tips that will help you create value for your viewers. (This is a required Core course for the Social Media Marketing Certificate).

Basic Video Production (Option for Images and Video requirement) 6 hours

Develop your agility in capturing video and sharing it on the web. Explore basic shooting and editing techniques, walk through the technical aspects of how and where to upload and share your video. Find out how to make your video compelling, engaging, and effective.

YouTube and Video Marketing 6 hours

You've watched tons of videos on YouTube and Vimeo, and maybe you've even uploaded some...but wouldn't it be great to use these sites effectively in your marketing plan? You'll be guided through the steps to create and brand your own YouTube channel, and ways to gain more views, more subscribers and ultimately more attention for your organization. Learn the basics of Vimeo and which video sharing site might be best for you.

Video Editing Basics 12 hours

Are the clips you've captured on your digital video camera, smart phone or tablet not quite ready for primetime? If you'd like to take the next step with your video skills, this hands-on experience with video editing software will introduce you to terminology and techniques that will result in a more polished product. You'll learn how to import, trim and arrange your clips, add effects, narration and a custom sound track. You'll also learn how to encode and upload your masterpiece to share on the web. Adobe Premiere Elements is used for this class, but the concepts, techniques, and terminology transfers to other video editing software.

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