This series requires additional core topics, beyond the E-Marketing Series, that are now considered 'must-haves' for those getting started in or transitioning to Social Media Marketing. The project requirement provides practical experience in using the skills and concepts learned.

Requirements
- Must take all required E-Marketing Core classes (9 classes, 27 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.
- Project

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 the series 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 the certificate, students must submit the application form. Series documents are available for downloading at:
www.tinyw.cc/emarketingseries

E-Marketing Class Descriptions and Hours

Social Media Marketing Core Classes   *27 hours (9 classes required) plus at least 1 elective – 30 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 101 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.

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.

LinkedIn 101 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.

Twitter Tactics for Your Business 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!

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.

Google Analytics 3 hours
Non-technical users can learn how to use the free online tool, Google Analytics, to measure and improve traffic to their website. Class can be taken for information/planning purposes only or as hands-on if you have administrative rights to a website.

Effective Video Marketing 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.

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

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.

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 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.

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.

Web Presence Classes   Minimum 12 hours

Build a Business Facebook Page (Option for Web Presence requirement) 8 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 hours
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. Maybe you want to create a mood or sense of empathy? 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!

Basic Video Production (Option for Images and Video requirement) 6 hours
Develop your agility in capturing video and sharing it on the web. Compare cost/benefit of popular digital video cameras, explore basic shooting and editing techniques, walk through the technical aspects of how and where to upload and share your video. Connect with others who are integrating video via social media into their total marketing plan and get some insight on video SEO. 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
Take the next step with your video skills in this hands-on experience with video editing software. You'll be introduced to terminology and techniques that will result in a more polished product. 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.

E-Marketing Project   *3 hours*
Put your social media marketing skills to work and produce a tangible project that gives you authentic experience. In this initial meeting, you'll choose from several different options or propose your own, then set your project up with goals, timeline, deliverables and completion deadline. This course is to be taken after you've completed the rest of the certificate requirements.
This class and completion of an approved project is required for WCC's Social Media Marketing Series.

E-Marketing Certificate holders
If you have earned the WCC E-Marketing Certificate, your course work counts towards the Social Media Marketing Series. Simply fulfill the remaining requirements, including the project, and apply for the Social Media Marketing Series certificate of completion.

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