



Certificate in



Social Media for Business

Kent State Trumbull is offering an online certificate program focusing on utilizing social media to communicate, market, and serve your customers and clients. Regardless of what industry you work in, this program will help you understand the principles of communication that apply across all social networks, how social networks work, and how social media can work for your organization. This program will also provide you with practical how-to techniques to integrate social networks into your organization.

Students may participate in one or all of the online classes below, however completion of all three classes is required to earn the Certificate of Social Media for Business from Kent State Trumbull. All classes will be conducted online.

◆ Introduction to Social Media: Sep. 6—30, 2016

\$195 / person

Get involved in the move from in-person to online communication. Learn what social networks are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social networks.

◆ Marketing Using Social Media: Oct. 3—28, 2016

\$195 / person

Develop a two-way communication and marketing strategy for your organization using social networks. Let your instructor guide you in exploring major social networks, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization.

◆ Integrating Social Media Into Your Organization: Nov. 7—Dec. 2, 2016

\$195/ person

Take away a practical strategy and techniques for implementing social networks for your organization or business. Learn how to create your own private social network using Ning, work socially using Google Docs and calendars, and move your web site to an interactive Web 2.0 site. Then your instructor will help you choose which social network tools are right for your situation, and then integrate them into your web site to develop a social networking strategy for your organization.

Register for all 3 classes for only \$495!!

For additional information or to register, please call (330) 675-8809 or email madkin12@kent.edu

Registration is due one week prior to class start date.



Certificate in Social Media for Business

Students may participate in one or all the classes below, however completion of all three classes is required to earn the Certificate of Accounting & Finance for Non-Financial Managers from Kent State Trumbull. The Certificate of Accounting & Finance for Non-Financial Managers includes 48 hours of training held over 3 months. All classes will be conducted online.

- **Introduction to Social Media: *September 6—30, 2016* (\$195 / person)**
- **Marketing Using Social Media: *October 3—28, 2016* (\$195 / person)**
- **Integrating Social Media Into Your Organization: *November 7—December 2, 2016* (\$195 / person)**

HOW IT WORKS:

- Receive a welcome email containing the web address, your log-in (email address), and password to gain access to the online classroom
- Participate any time (course available 7 days/week, 24 hrs/day). No real-time requirements
- Recommended to log-in to course 2-3 times per week
- For each unit:
 - Access the online readings
 - Listen to audio presentations for the unit, view slides
 - Take self-quiz (80% pass rate)
 - Engage in written online discussion with instructor & peers
- Recommended that you comment 2-3 times daily; required that you comment at least weekly
- Work as fast or as slow as you need, as long as you complete all requirements before the course ends
- Receive a Certificate of Completion via pdf upon completion of class(es)

Register for all 3 classes for only \$495!! (savings of \$90)

1. Submit student name & email address to Michelle Adkins at madkin12@kent.edu
2. Registration is due **one week prior to class start date!**
3. Kent State Trumbull will provide invoice for corporate payment

To receive discount for all 3 classes, registration for all 3 classes must occur at the same time.
Full refunds will be given if withdrawal notification is provided one week prior to class start date.