

## TWO NEW POWERFUL PROGRAMS!

### Fundamentals of Social Media Marketing

STARTS MAY 29

### Advanced Social Media Marketing for Business

STARTS AUGUST 28

Register now.  
Seats filling quickly!



After a one-year hiatus, UD's Social Media Marketing program is back. In fact, after carefully analyzing market needs and student feedback, we've totally revamped our wildly successful social media marketing program by creating two new powerful programs: **Fundamentals of Social Media Marketing** and **Advanced Social Media Marketing for Business**.

Taught by distinguished social media marketing expert Nancy Dibert, our new social media marketing programs provide broad and deep coverage of in-demand social media marketing skills, including social monitoring and listening, audience engagement, content curation, strategic planning, campaign execution, paid placement, measuring results and ROI, and much more.

### Fundamentals of Social Media Marketing

**2 Nights/Week – May 29, 2018 to Jun 14, 2018**  
**(24 contact hours)**

Learn to leverage eight social media platforms to:

- Build and extend brand awareness
- Increase visibility
- Converse with prospects and customers
- Cultivate brand ambassadors
- Gain market share
- Support organizational goals

#### Social Media Platforms Covered

Facebook	Instagram
Twitter	SnapChat
LinkedIn	YouTube
Google+	Pinterest

### Advanced Social Media Marketing for Business

**2 Nights/Week – Aug 28, 2018 to Dec 11, 2018**  
**(60 contact hours)**

Students with fundamental social media marketing skills will learn to:

- Effectively research, plan, develop, integrate and execute comprehensive social media marketing strategies, integrated campaigns, targeted content, and paid placements
- Monitor and measure campaign success
- Drive engagement through targeted, innovative social media marketing campaigns

#### Social Media Platforms Covered

Facebook	FourSquare
Twitter	Swarm
LinkedIn	Tumblr
Google+	WordPress
Instagram	Blogger
SnapChat	Wikipedia
YouTube	Houzz
Pinterest	Yelp

Learn More and Register at:

[www.pcs.udel.edu/socialmedia](http://www.pcs.udel.edu/socialmedia)



Professional &  
Continuing Studies