

DIGITAL & SOCIAL MEDIA MARKETING CERTIFICATION AND COURSES



Take our fun “Digital IQ” quiz on page 7
and see if you are CEO material!



College of Business Continuing Education

At UMSL Business we take our continuing education classes seriously. Our instructors are vetted in the business world, ensuring you receive hands-on, applicable training that will be relevant in the workplace. Our digital marketing program offers over 10 classes ranging from video production to mobile marketing incorporating strategies geared for real-world applications.

WHY BECOME CERTIFIED IN DIGITAL AND SOCIAL MEDIA MARKETING AND COMMUNICATIONS?

We are shifting our attention from traditional media marketing to internet, wireless, and other digital channels. Marketers must be well versed in social media, mobile marketing, web tracking, responsive design, marketing automation, programmatic ad buys and more. It is a complex world.

And, to make things even more complex, marketers are expected to handle a variety of roles including software and analytics, content creation, web design and more.

WHO SHOULD ATTEND

The courses in this program are for anyone looking to enhance their digital and social media marketing skills. Most classes require little to no prerequisite. Our instructors are very capable of working with students of varying levels of experience.

HOW YOU WILL BENEFIT

In our program most all classes take on a client component that helps you immediately apply what you are learning. Some classes offer additional benefits such as becoming Google Analytics Certified or Hootsuite Certified.

"Brianna is one of the greatest teachers that I have ever had. Like all of the teachers in the UMSL Digital Certificate program, Brianna really embodies the depth of social media and its place in digital marketing. I always have a blast taking these courses!" -- Martez Moody



Our digital & social media marketing communications courses will get your career on the right track fast. In these boot camp style courses, you will learn the latest in digital and social media marketing from industry professionals. You can take one course or you can take all the courses. You can take courses in any order you desire. We also offer on-site courses tailored to your company's needs. Most classes are conveniently held on Fridays and Saturdays to minimize the disruption your work schedule.

BECOMING CERTIFIED

To complete certification you must take 105 hours in a combination of required and elective courses.

Required Certification Courses (63 hours required)

- Strategic Search Engine Marketing (3 full days, 21 hours)
- Web Analytics (3 full days, 21 hours)
- Social Media Marketing Strategies (3 full days, 21 hours)

Elective Certification Courses (42 hours required)

- Consumer-First Email and Cross-Channel Strategy (2 full days, 14 hours)
- Podcasting: Why, How and When (1 full day, 7 hours)
- Video Production and Editing (1 full day, 7 hours)
- Livestreaming - Changing the Face of Social Media (1 full day, 7 hours)
- Advanced Facebook Advertising (1 full day, 7 hours)
- Mobile Marketing Strategy (2 full days, 14 hours)
- Immersion Into Digital Media & Display Advertising (2 full days, 14 hours)
- Data Analytics, Visualization and Insights (6 evenings, 14 hours)



SELECT COURSE DETAILS

Strategic Search Engine Marketing

Google changes their rules every day. It is critical to stay on top of the latest techniques and tricks to ensure you are on page one of search results. In this 3 day intensive you will learn from a Google Partner shop how to develop a successful search program, keyword strategy, mobile search strategy, how to optimize site content, and more. In addition, all students will be given the opportunity to become Google AdWords Certified.

Video Production and Editing

Having video production and editing skills can set you apart as a marketer, specifically in today's world of communications. Enhance your social media presence, convert more leads into sales, and take your storytelling to the next level by learning the basics of this medium. In this hands-on one-day workshop you will learn how to develop a script, how to set up a studio including lighting and sound, how to shoot and edit for a finished product, all on a tight or an unlimited budget.

Podcasting: Why, How and When

This intensive one-day boot camp will cover everything that a podcaster needs to know to create a successful audio podcast including mastering your message and finding your voice behind the mic, how to decide what topic to podcast about, how to identify your target audience, how to setup WordPress for podcasting, setting up a hosting account, how to submit your podcast to the iTunes and other directories, hardware and software issues, podcasting on a tight budget and more. At the end of this course you will be ready to start your own podcast.

Livestreaming

In this one-day course you will learn how to use and broadcast live confidently and effectively, the art of the interview, learn how to easily broadcast on multiple social media platforms at the same time, understand how marketers are using livestreaming to better connect with their customers and prospects, hardware and software options, and more.

Social Media Marketing Strategy

In this intensive 3-day course you will learn the nuances of each network, the challenges and opportunities of marketing/messaging to the brand's desired audience on each network, learn how to create content for these specific networks including informational graphics, blog posts and status posts using free online tools, and more. In addition each student will become Hootsuite certified.

Consumer-First Email & Cross Channel Strategy

In this 2-day boot camp you will learn how to map the customer journey for various industries, uncover opportunities based on what customers expect vs. what you deliver, tips for prioritizing which automated and one-off cross-channel programs you should be considering, the ROI of a good consumer-first experience, and much more.

Web Analytics

In this intensive 3-day course you will learn about attribution modeling, creating a measurement plan, how to pull various reports from Google including audience, acquisition, behavior, goal flow, ecommerce, multi-channel funnel and more. You will also learn how to segment reports to gain better insights and key java script code in order to capture key data. All students will be given the opportunity to become Google Analytics Certified as well.

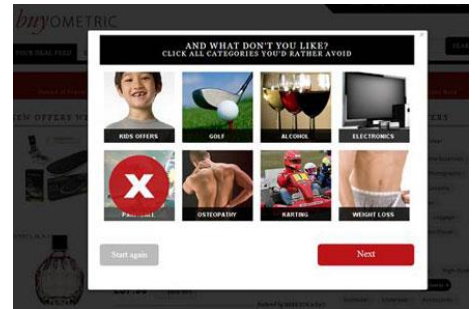
Are Your Customers Loving Your Brand's Emails?

By Hannah Foley, UMSL Business MBA Student

As marketers we spend significant resources creating compelling content, crafting beautiful emails and coming up with smart subject lines so our customers love receiving our emails. Right? Practice these 3 keys to retain and engage your subscribers with emails they love.

1. Give the People what they want!

It is easy to get caught up in pushing your agenda instead of focusing on what our customer wants. You want to get your subscribers content tailored for them quickly and then continue to solicit feedback you can act on to improve. Set up a preference center to help segment your list and get content and the frequency of Emails right for each user. Ask individual subscribers what they want and make it fun. Set it up so the user gets to choose items from a menu like this example from UK's online deal aggregator Buyometric.



We believe in zero clutter. No new offers that match your requirements = no email.

Preference centers can also make the unsubscribe process more elegant and possibly even get a user to down-subscribe rather than completely cutting off your emails. Either way, you want the process to be clear and easy for a user so you don't jeopardize their connection to the brand. Read [here](#) for Email On Acid's in-depth take. And then check out Hubspot's excellent [quick tips](#) on customizing your email preference center.

2. A subscriber's behavior is a preference gold mine

As a subscriber interacts with your emails and website (and other channels if you're really advanced) they are giving you clues to what they are interested in. Look at their behavior and pick up on trends that can be used to understand their preferences. Say you're a clothing retailer, and...

Scan this QR code to read the rest of this article located at www.UMSLdigitalmindshare.com



Are you a #STL based non-profit or startup that could use some digital & social media marketing assistance?

If so, check out the UMSL Lab -- a student run agency where we will assist in your marketing efforts free of charge. New clients accepted each semester.



Check out our video for more details or contact Professor Perry Drake at drakep@umsl.edu.

Non-Profit Organizations

POP QUIZ!

TEST YOUR DIGITAL AND SOCIAL MEDIA IQ

1. What year did Mark Zuckerberg find Facebook?
 2002 2004 2005 2010
2. Roughly how many million monthly users did Twitter have as of third quarter 2016?
 250 320 400 435
3. What is the average cost per click for the food and beverage industry on Facebook ads?
 .10 .13 .18 .21
4. The percent of returning visitors shown on your Google Analytics report are overstated by quite a bit?
 True False
5. Roughly what percent of Americans delete their cookies on a regular basis?
 25% 35% 50% 60%
6. Which of the following are types of cookies that can be placed on your computer?
 Session Based First Party Third Party Flash All of the above
7. What type of cookie is used by advertising clearing houses such as Google DoubleClick for the purpose of sharing data about where you go and what you click on.
 First Party Third Party Session Based Flash Chocolate Chip
8. On Facebook you can target individuals that look like your best customers. All you need to do is upload the emails of those names to Facebook for cloning purposes.
 True False
9. "Showrooming" is a term that was coined a few years back and refers to the practice we as consumers have of visiting stores to touch and feel the merchandise then going back home to search on-line and buy cheaper.
 True False
10. In 2006 the US Postal Service eliminated 186,000 jobs nationwide. Why?
 The start of a major recession There was a major shrinkage in print publication ad spend
 Major print subscription declines as consumers move online for content
 All of the above
11. Facebook purchased Instagram in what year and for how much.
 2010 for \$5 billion 2010 for \$1 billion
 2013 for \$5 billion 2013 for \$1 billion
12. According to Hubspot (2016), a blog heading should be no more than how many characters?
 50 70 100 125
13. According to Hubspot (2016), to ensure a tweet is retweeted it must be no more than how many characters?
 85 100 115 120
14. According to Track Social _____ is the target number of characters to ensure you get retweeted.
 65-100 70-110 95-120 100-125
15. Blogger Jeff Bullas found that under ___ characters is optimal for Facebook posts.
 40 75 100 125



You will find the answers by scanning the QR code or going directly to www.umsldigital.com/about and scrolling to the bottom of the page.

WINTER/SPRING 2017 SCHEDULE

- Livestreaming - Changing the Face of Social Media (February 3)
- Consumer-First Email and Cross-Channel Strategy (February 17 & 18)
- Video Production and Editing (March 4)
- Advanced Facebook Advertising (March 10)
- Data Analytics, Visualization and Insights (3/22, 4/4, 19, 26, 5/3, 10)
- Podcasting: Why, How and When (April 8)
- Web Analytics (April 15, 29, May 13)
- Social Media Marketing Strategies (April 21, 22 and 29)
- Strategic Search Engine Marketing (May 5, 6 and 20)
- An Immersion Into Digital Media & Display Advertising (Fall 2017)
- Mobile Marketing Strategy (Fall 2017)

To find out more about our non-credit programs, courses and tailored onsite training options please visit www.umsl.digital.com or contact the program director Professor Perry D. Drake at drakep@umsl.edu.

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Visit our certification website on your mobile

