



DIGITAL & SOCIAL MEDIA MARKETING

CERTIFICATION AND COURSES

Fall 2019

UMSL | Digital
University of Missouri–St. Louis



College of Business Continuing Education

At UMSL Business we value the quality of our continuing education courses. 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, email 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.

“The classes were very innovative, including wonderful teachers with a wealth of knowledge in their field. I honestly feel like I could contact any one of them (and I have!) to ask them about work related questions pertaining to their area of expertise.” - Alicia Bruder

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.

“UMSL Digital has helped me to learn a variety of digital skills from Google AdWords and Analytics to creating videos and email marketing. As a marketer, these skills are valuable because most campaigns are multi-channel.” - Chelsea Cepicky



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 Strategy (3 full days, 21 hours)

Elective Certification Courses (42 hours required)

- Email & Cross-Channel Relationship Marketing Strategies (2 full days, 14 hours)
- Crowdfunding Management Mastery (1 full day, 7 hours)
- Salesforce Crash Course (1 full day, 7 hours)*
- Podcasting: Starting, Marketing and Mastering Your Podcast (1 full day, 7 hours)
- Video Production and Editing (2 full days, 14 hours)
- LinkedIn Marketing for B2B (1 full day, 7 hours)
- Advanced Facebook Advertising (1 full day, 7 hours)
- Data Analytics, Insight and Dashboarding (6 evenings, 14 hours)

*New courses added for the Fall 2019 schedule

FALL 2019 COURSE DETAILS

LinkedIn Marketing for B2B

LinkedIn is the world's largest business network with more than 560 million members. For that reason, it's essential to master LinkedIn for branding, lead generation, marketing, and sales. This one-day course will help you develop a strong LinkedIn profile for business, understand how to build a powerful network and maximize your messaging on LinkedIn and discover how to find and be found by your potential customers.

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.**

Advanced Facebook Advertising

In this intensive 1-day course you receive hands-on experience creating Facebook ad campaigns, custom targeting and using different types of ads. You will learn where to direct people to when they click on your ads to increase conversion, how to use facebook tracking pixel to track conversion of ads and understand ad performance reports and metrics.

Social Media Marketing Bootcamp

Throughout this 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.**

Salesforce Crash Course

If you feel that learning in-demand tech skills can take your career or business to the next level then this course is for you. Students who attend this one-day workshop will leave with the basic knowledge of the Salesforce platform, it's basic data structure, and will understand the primary business value that each major Salesforce Cloud offers. Students will also know how to manage users and data, manage basic org configuration, create email templates, create reports and dashboards and more.

Strategic Search Engine Marketing

Google changes their rules every day and it is critical to stay on top of the latest techniques and tricks to ensure you are on page one of search results. During this 3-day course, 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.**

RETURNING IN 2020!

- Video Production and Editing Bootcamp
- Podcasting: Starting, Marketing & Mastering Your Podcast
- Email & Cross-Channel Relationship Marketing Strategies
- Data Analytics, Insight and Dashboarding
- Crowdfunding Management Mastery

10 Psychological Tactics For Successful Crowdfunding

By Theresa Weaver, UMSL MBA Student

Credit Ryan Brennell, UMSL Digital Instructor

If you look up crowdfunding on the internet the definition that first comes up is “the practice of funding a project or venture by raising many small amounts of money from a large number of people”. Sounds simple enough, but honestly crowdfunding has a lot more to it than just raising small amounts of money, it takes thoughtful planning to execute a successful crowdfunding campaign. Lucky for you I have compiled 10 psychological tactics to help make planning easier and to set yourself up for success.



Tactic 1: Set your fundraising goal. You want to set two fundraising goals, a private goal and a public goal. Know that smaller is better for your public goal, people want to participate in something they see succeeding. Smaller goals seem more achievable. Set your private goal higher and use stretch goals and the momentum from hitting your public goal to fill in the gaps between your public and private goal.

Tactic 2: Plan your campaign ending date on a day that is memorable, this make is easier for people to recall. Good examples of memorable days are holidays or the last day of the month, and the first day of the month.

Tactic 3: Craft your story. Focus on your WHY, the impact or problem you are trying to solve. Remember that relationships are powerful, and people connect to people, so focus on one relatable individual’s story and the impact that the product or donation would have on them.

Tactic 4: Use a campaign video to tell your story! Campaigns with visual stories do 400% better than campaigns without. Your video not only can educate your audience but is also a great way to establish a more personal connection with them, this leads us right into our fifth tactic.



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#MDMC

Midwest Digital Marketing Conference
An **UMSL** | Business Production



MDMC is the largest digital marketing conference in the midwest and was rated a **Top Marketing Conference** to check out in 2019 by Forbes. Attend MDMC and receive great content from over 100 experienced and knowledgeable speakers while networking with nearly 2,000 marketers!

April 8-10, 2020

Union Station - St. Louis, Missouri

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www.bestmarketingconference.com

Fall 2019 SCHEDULE

1. **LinkedIn Marketing for B2B (7 Hours)**
August 24th, 2019
2. **Social Media Marketing Bootcamp (21 Hours)**
September 13th, 14th, & 18th, 2019
3. **Web Analytics Bootcamp (21 Hours)**
September 21st, October 11th, & November 9th, 2019
4. **Salesforce Crash Course - Business Strategy in the Digital Era (7 hours)**
October 19th, 2019
5. **Advanced Facebook Advertising (7 Hours)**
October 26th, 2019
6. **Strategic Search Engine Marketing Bootcamp (21 Hours)**
November 1st, 2nd & 6th, 2019



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 at umsl.digital@umsl.edu.

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