DIGITAL & SOCIAL MEDIA MARKETING

CERTIFICATION AND COURSES
Fall 2021

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)
- Salesforce Crash Course (1 full day, 7 hours)
- Measuring the ROI in Marketing Bootcamp (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)
- Intro to Data Analytics (2 full days, 14 hours)
- Write. Edit. Share. Repeat. Public Relations and Social Media (1 full day, 7 hours)
- Introduction to Critical Content Creation Strategies (1 full day, 7 hours)
- Customer Relationship Management (CRM) 101 Bootcamp - (2 full days, 7 hours)

FALL 2021 COURSE DETAILS

Introduction to Data Analytics

If you recognize that today's marketing decisions are driven by data but lack the know-how of selecting the correct metrics to measure a particular customer activity, or lack the experience to know how to set up a readable test, or display data to show how offline activities, impact online trends, then this course is right for you. This course will teach you how to tell a story with data, with key performance indicators, provides a method to unify an organization under the umbrella of the data.

Web Analytics Bootcamp

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 JavaScript 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.

Strategic Search Engine Marketing Bootcamp

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.**

Measuring the ROI in Marketing Bootcamp

This one-day workshop, designed specifically for marketing professionals, shows how to measure the impact and ROI of all types of marketing campaigns, advertisements, promotions, and other similar activities. For years, the marketing industry has debated how to measure the return on investment for various marketing initiatives. The ROI Methodology introduced in this workshop will show you how to successfully examine customer reaction, learning, and actions.

FALL 2021 COURSE DETAILS

Write. Edit. Share. Repeat. Public Relations and Social Media

In this course you will build a PR plan that considers paid, earned, owned and shared media (PESO); create compelling content designed to position accomplish your goals, establish a content calendar to ensure that the time and money you spend creating is not wasted.

Introduction to Critical Content Creation Strategies

From search engines and social media to mainstream media publications and blogs, in this 1-day course, students will learn how to develop unique content from scratch and deploy creative approaches for digital marketing across multiple online media channels. Students will develop a strategic understanding of SEO, Content Marketing, Analytics and combine it with the latest Growth Hacking and Content Repurposing tactics, to create forward-thinking integrated marketing plans that can reach customers for any type of business. We will engage with 3 imaginary clients to provide you with hands-on training.

Customer Relationship Management (CRM) 101 Workshop

This intensive 2-day course will serve as a detailed introduction into Customer Relationship Management (CRM). We will discuss popular topics and common systems used in CRM. You will complete hands-on training on 2 widely utilized CRM systems, Salesforce and Hubspot. At the end of the course you would have learned what CRM is and how to incorporate it into your marketing strategies, how marketing and technologies work together with several business elements (revenue, sales, e.g.), the cost of implementing these technologies and how to successfully approach leadership for resources, the best in-class CRM technologies to use, the basic and intermediate features and functionality of Salesforce and HubSpot, and additional resources for more training and certifications on these platforms.

LinkedIn for B2B Bootcamp

To reach your prospects, you must learn to use LinkedIn to find and reach your target customers and to create a LinkedIn presence that draws them to you. In this course, you will learn to benefit from every aspect of LinkedIn, from maximizing your profile and company page to making the most of LinkedIn's paid advertising, sponsorship, lead generation, and premium account tools.

LinkedIn Tips To Get You Hired
By Carlos Escudero

A few weeks ago, I participated in a Zoom call hosted by the Accounting Club in which Dr. Perry Drake gave a presentation on how to improve your LinkedIn profiles. When it comes to seeking job opportunities, having a good social media presence is key for employers to get a glimpse of who you are as a person. However, the most important social media platform you can use to emphasize your skills and find jobs is, as you all know, LinkedIn. There are so many important tips and tricks you should incorporate into your LinkedIn profile to enhance job prospects. I gathered some of the most important tips on how you can make your LinkedIn better, or if you don't have one, you can use these tips to create one.

In essence, these are the main points you should focus on:

Profile picture
Having a profile picture on LinkedIn is super important and makes it more likely that you'll be seen by potential employers. It obviously also makes your profile more personable. However, you can't just have a picture of you partying with all your friends. The ideal profile picture would be a headshot of just you, smiling and looking happy. Make sure the picture of you isn't cropped too. According to Drake, employers "don't want to see the shoulder of somebody else cutoff because it was a picture you took at somebody's wedding reception."

Keywords
While you're making or tweaking your profile, it's important to come up with a list of a few keywords that describe the job you're pursuing and relevant skill sets. For example, if you're looking for an accountant position, your keywords could look like this….

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FALL 2021 SCHEDULE

1. **Intro to Data Analytics - (14 hours)**
   Friday October 1st and Friday October 8th
2. **Web Analytics Bootcamp (21 hours)**
   Saturday October 9th, Saturday October 16th and Saturday October 23rd
3. **Advanced Facebook Advertising - (7 hours)**
   Saturday December 4th
4. **Customer Relationship Management (CRM) 101 Bootcamp - (14 hours)**
   Friday September 24th and Saturday September 25th
5. **Strategic Search Engine Marketing Bootcamp - (21 hours)**
   Friday September 17th, Saturday September 18th, and Saturday October 2nd
6. **Measuring The ROI In Marketing Bootcamp - (7 hours)**
   Friday September 10th
7. **LinkedIn for B2B Bootcamp - (7 hours)**
   Saturday November 13th
8. **Write. Edit. Share. Repeat. PR and Social Media - (7 hours)**
   Friday November 12th
9. **Introduction to Critical Content Creation Strategie**s - (7 hours)
   Saturday November 20th

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