

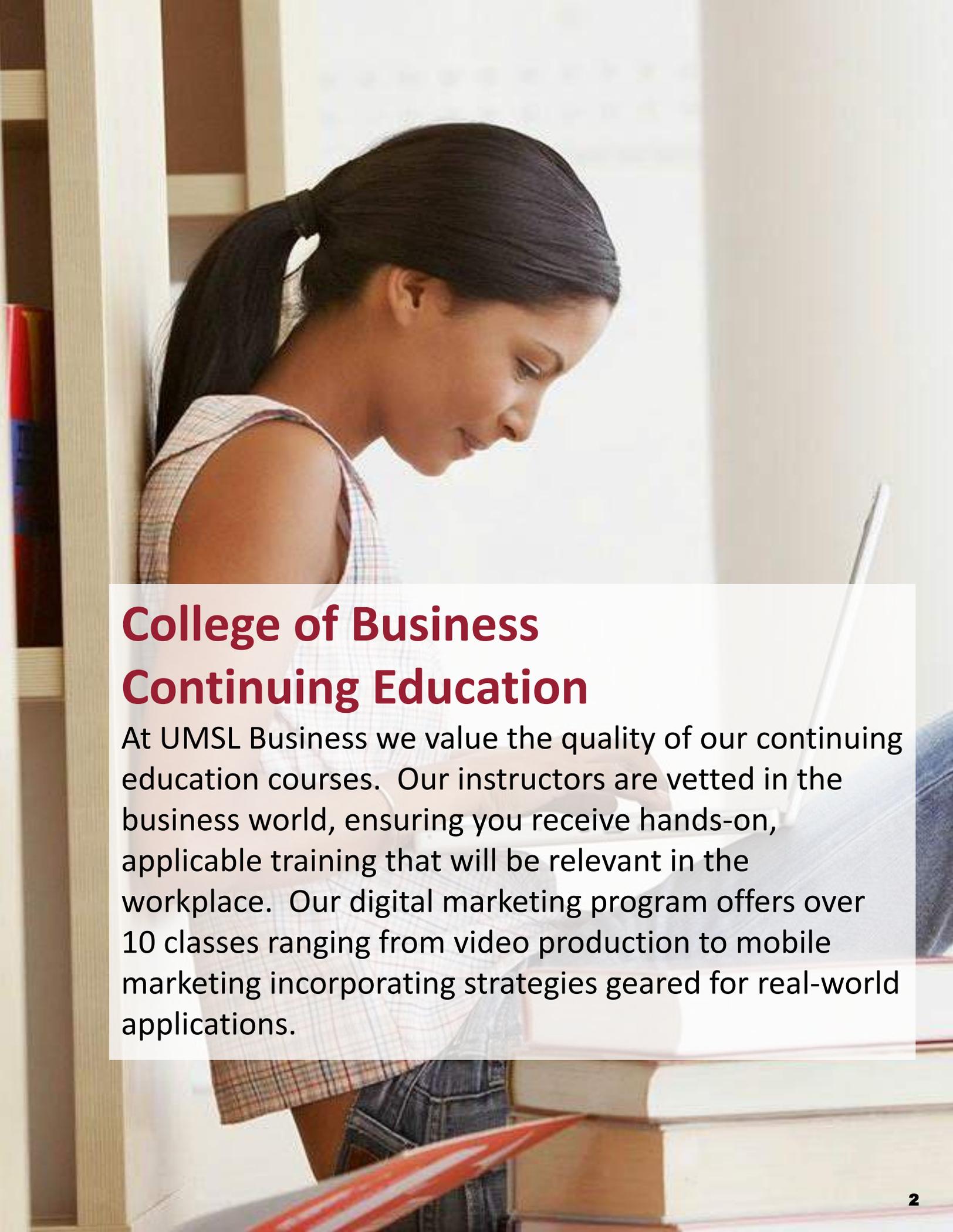


# DIGITAL & SOCIAL MEDIA MARKETING

CERTIFICATION AND COURSES

Spring 2022

**UMSL** | Digital  
University of Missouri–St. Louis

A young woman with dark hair in a ponytail, wearing a plaid shirt, is looking down at a laptop in a library setting. The background shows bookshelves and a window with blinds.

## 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.

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## 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)
- 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, 14 hours)

# Spring 2022 COURSE DETAILS

## 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.**

## 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.

## Video Production and Editing BootCamp

Creating effective videos that capture attention and drive engagement can enhance social media presence, build a brand, drive traffic, convert more leads into sales, and increase revenue. Having a basic knowledge of video production, editing, and storytelling can set you apart as a marketer. You'll be more effective, more hireable, and able to create more opportunity. In this hands-on bootcamp, you will learn these basics.

## 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 JavaScript code in order to capture key data. **All students will be given the opportunity to become Google Analytics Certified as well.**

## Email and Cross-Channel Relationship Marketing

Being able to execute consumer-first experiences across channels is a marketing challenge for many companies. Today, brands are increasing the spend to acquire customers, but struggle with how to use less costly methods such as email, push notifications, site experience, etc. to drive higher customer lifetime value and get a return on initial acquisition spend. Join industry expert, April Mullen, as she shares a proven methodology for creating a strategy that delivers exceptional customer experiences and drives a longer-term marketing ROI.

## 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.

## 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.

## 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 accomplish your goals, establish a content calendar to ensure that the time and money you spend creating is not wasted.

## 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.**

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# Social Media Outage: How 5 hours Offline Shook the World of Business

*By Maya Harter & Katie Basler*



On Monday, October 4th, the world of business went through an extreme shock when Facebook and associated apps were inaccessible for over 5 hours. This included Facebook's broad network of Instagram, WhatsApp, Messenger, and Oculus.

According to the New York Times, error messages started around 11:40 AM, and the site was almost immediately wiped from the internet. With over 3.5 billion users, this put an immediate halt to the regular social connections, political messages, and business activity that takes place largely on these sites. Since Facebook is interconnected with many business activities, this led to many other effects such as retail sites and even outages of household smart TVs and thermostats.

Employees reported many other issues including work calls and emails, internal communications, and even accessing Facebook's offices. Facebook's global security operations deemed this "a HIGH risk to the People, MODERATE risk to Assets and a HIGH risk to the Reputation of Facebook".

The New York Times reported that this massive outage was the first since 2019, when the site was unavailable for 24 hours. It was determined that this specific issue was related to the server infrastructure responsible for directing traffic between Facebook's data centers, which was enough to bring services to a halt. Service was restored by a team of 3 at a data center in Santa Clara, who were the only ones with the capability of fixing the issue at hand.

Facebook has already had its fair share of press this week after former product manager Frances Haugen copied and distributed thousands of pages of Facebook's internal research to press and lawmakers, known as "The Facebook Files".



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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!

**September 27 & 28, 2022**  
**Virtual Conference**

**UMSL** | Business

[www.bestmarketingconference.com](http://www.bestmarketingconference.com)

# Spring 2022 SCHEDULE

- 1. Social Media Marketing Bootcamp - (21 hours)**  
January 28th, January 29th, and Saturday February 5th
- 2. Video Production and Editing Bootcamp (14 hours)**  
February 4th and February 18th
- 3. Customer Relationship Management (CRM) 101 Bootcamp - (14 hours)**  
February 11th and February 12th
- 4. Web Analytics Bootcamp (21 hours)**  
February 19th, February 26th, and March 5th
- 5. Email and Cross-Channel Relationship Management - (14 hours)**  
March 11th and March 12th
- 6. Measuring The ROI In Marketing Bootcamp - (7 hours)**  
March 18th
- 7. LinkedIn for B2B Bootcamp - (7 hours)**  
April 9th
- 8. Strategic Search Engine Marketing Bootcamp - (21 hours)**  
April 22nd, April 23rd, and May 7th
- 9. Write. Edit. Share. Repeat. PR and Social Media - (7 hours)**  
April 29th



To find out more about our non-credit programs, courses and tailored training options please visit [www.umsl.digital.com](http://www.umsl.digital.com) or contact the program coordinator at [umsl.digital@umsl.edu](mailto:umsl.digital@umsl.edu).

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