COURSE SYLLABUS

AI Social Media Bootcamp (Self-Paced)

Master marketing across every social platform, then design, build, and ship your own AI-powered marketing tools.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/certificates/ai-social-media-bootcamp-online



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Course Outline

This package includes these courses

- LinkedIn Marketing Bootcamp (Self-Paced) (6 Hours)
- YouTube Marketing (Self-Paced) (6 Hours)
- TikTok Marketing Course (Self-Paced) (6 Hours)
- Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced) (6 Hours)
- Instagram Marketing Bootcamp (Self-Paced) (12 Hours)
- Facebook Marketing Bootcamp (Self-Paced) (12 Hours)
- Streaming for Social Media Course (Self-Paced) (6 Hours)
- Social Media Industry & Portfolio Course (Self-Paced) (18 Hours)
- AI for Graphic Design Course (Self-Paced) (12 Hours)
- AI Coding Bootcamp with Claude Code (Self-Paced) (60 Hours)
- Content Creation & Social Media Manager Projects (Self-Paced) (0 hours)

LinkedIn Marketing Bootcamp (Self-Paced)

Learn how to market your business on LinkedIn by optimizing your profile, using search features, and implementing paid advertising. This workshop covers the benefits of LinkedIn, how to leverage a personal profile, creating a company page, and measuring marketing success.

- Get an introduction to LinkedIn and its interface
- Learn how to optimize and leverage your personal LinkedIn profile
- Create and manage a LinkedIn company page
- Learn how to run paid advertising campaigns on LinkedIn

YouTube Marketing (Self-Paced)

In this hands-on training workshop, learn how to effectively use YouTube for social media marketing and develop a successful

business content strategy. This workshop covers all aspects of video-based social media marketing, from creating a channel and editing content to monetization and using Shopify with YouTube.

- Learn the history of YouTube and its social impact
- Develop a successful social media strategy
- Create content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- How to identify and engage your target audience
- Building a following on YouTube
- Ad creation and optimization

TikTok Marketing Course (Self-Paced)

Learn how to use TikTok for video-based marketing campaigns and create attention-grabbing content that drives sales and builds your following. This accelerated workshop explores the commercial side of TikTok and helps students develop a marketing strategy that works for them.

- Learn the history of TikTok and its social impact
- Develop a successful social media strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced)

Discover the fundamentals of text-based social media marketing on platforms such as X (Twitter) and blogging. Gain insights into current trends and develop a strategic approach to marketing written content, including techniques for audience engagement and cross-platform blogging.

- Learn content strategy for blogging and other writing-based social media
- Build a brand identity and engage with your target audience
- Learn about marketing on X (Twitter)
- Fundamentals of content marketing
- How to set goals and metrics
- Establishing a brand through written content
- Marketing strategies for X (formerly known as Twitter)
- How to create and share blog posts

Instagram Marketing Bootcamp (Self-Paced)

Learn how to develop a paid and organic marketing strategy for Instagram, including creating engaging content, mastering Stories, leveraging hashtags, capturing content, developing a community, creating a post cadence and collaborations. Also, discover how to create a business page, use paid advertising, and integrate Shopify with Instagram.

- Learn about the Instagram platform and its social impact
- Develop digital marketing strategies for Instagram
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing Bootcamp (Self-Paced)

Discover how to create and manage Facebook ad campaigns. Learn about business pages, Facebook groups, targeted ads, conversion tracking, audience targeting, and Meta Pixel. Explore the Facebook algorithm, Meta Business Manager, content and interactions, Shopify integration, Meta Ads Manager, and more in this comprehensive workshop.

- Develop a successful Facebook Marketing strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- Using Facebook paid advertising for increased engagement and profit
- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and the Meta Pixel to ensure that you earn a high return on your advertising budget

Streaming for Social Media Course (Self-Paced)

Discover how to utilize streaming in your social media strategy with this class on OBS for Streaming. Learn how to set up content sources, connect to your streaming accounts, and reach your goals on Twitch, YouTube, and TikTok platforms.

- How to set up OBS for streaming
- How to stream to Twitch and its benefits
- How to stream to YouTube and its benefits
- How to stream to TikTok and its benefits

Social Media Industry & Portfolio Course (Self-Paced)

In this capstone course, discover social media marketing opportunities and how to optimize your online presence for job success. Topics include brand research, campaign development, networking strategies for LinkedIn, and more. Prepare for a career in social media management and content creation.

- Learn about earned-first creative thinking
- Develop original ideas and learn how to showcase them in a portfolio
- Optimize your résumé and LinkedIn profile
- Enhance your social media presence

AI for Graphic Design Course (Self-Paced)

Discover how artificial intelligence is revolutionizing graphic design through hands-on projects that integrate tools like Adobe Firefly, Midjourney, and ChatGPT. Learn to streamline workflows, enhance visual assets, and create cohesive brand packages using cutting-edge AI platforms.

- Generate vector illustrations, photo edits, and layouts using AI tools in Illustrator, Photoshop, and InDesign
- Create original visuals through prompt-based image generation with Midjourney, Leonardo AI, and DALL·E 3
- Enhance and restore images with AI-powered sharpening, upscaling, and denoising techniques
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design concepts

- Build mood boards, style guides, and concept sets with free and paid AI design tools
- Assemble a complete brand identity using multiple AI platforms within a simulated design workflow

AI Coding Bootcamp with Claude Code (Self-Paced)

- Use Claude Code to support planning, coding, debugging, and multi-step software tasks
- Practice prompt engineering techniques that improve direction, clarity, and recovery during development
- Build familiarity with Git, GitHub, and collaborative coding workflows
- Understand core web development concepts and modern application structure
- Create a full-stack project using Next.js, Supabase, authentication, APIs, and responsive design
- Strengthen application quality through testing, security practices, and deployment workflows

Content Creation & Social Media Manager Projects (Self-Paced)

As you work through the AI Social Media Bootcamp, you will build four portfolio-ready projects to demonstrate your skills:

Interactive Design System

- Develop a responsive design system that carries a single set of colors, fonts, typography, and design tokens across desktop, mobile, social media, print, and dark-mode layouts.
- Set up live previews that refresh on their own whenever design settings change, showing how one unified visual system flexes across different platforms and formats.

Financial Dashboard with AI

- Create and launch a functioning financial dashboard featuring accounts, transactions, charts, KPI cards, profitability metrics, anomaly alerts, and exportable reports.
- Connect Claude so it can write summaries and interpret financial trends from figures your own code calculates, then add an Ask-Your-Data tool that reads uploaded CSV files and picks the visualizations that fit.

Social Media Creative Studio

- Create an interactive app that produces coordinated social media graphics and campaign material spanning many platforms, formats, and aspect ratios.
- Build reusable templates and creative controls covering branding, typography, colors, imagery, layouts, and campaign messaging, complete with AI-assisted tools that generate concepts, copy, and content variations.

Marketing & Creative Studio

- Create and launch a genuine AI marketing studio that converts performance data into campaigns: bring Google Analytics figures into your own app and let Claude translate them into plain-English insights rooted in those actual numbers.
- Produce on-brand email campaigns from a short brief along with campaign imagery through the Google Gemini API, all supported by a reusable brand kit, a content calendar, and an asset library, with two AI models operating together inside one app.