COURSE SYLLABUS

Social Media Industry & Portfolio Course

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.

> 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/courses/social-media-industry-portfolio



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Course Outline

Section 1 - Brand Research & Building

Understanding the Competitive Landscape

- Examples of successful social campaigns
- Examples of social media portfolios

Build Your Brand

- Research brand goals
- Define target audience
- Define what makes you unique
- Determine brand voice
- Determine your visual identity
- Consistency in online presence
- Creating your own brand image with references

Understanding the Earned-First Approach

- Establish your audience's needs
- Earned-first approach
- How to make creative ideas
- Incorporating gamification and/or call-to-action

Section 2 - Social Campaign Development

Portfolio Project Brief

- Introduction to client brief
- Establish a target audience

- Establish a project purpose

Portfolio Project Development

- Establishing the project challenge
- Creating a valuable insight through research
- Develop a big idea solution
- Create concept mock-ups
- Showcase how it will earn coverage through research
- Establishing brand ambassadors
- Media and social coverage mock-ups

Section 3 - Networking for Social Media

Networking Optimization for LinkedIn

- How to clearly showcase your skills and experience
- Sharing content and engaging the community
- Reaching out to hiring managers
- Finding companies and organizations to follow
- Building a lasting network

Building a Network

- Compiling a list of successful professionals
- Reaching out to book informational interviews
- Career considerations
- Conferences and Summits