COURSE SYLLABUS

Social Media Marketing Certificate (Self-Paced)

Boost your social media marketing skills and stay on top of trends with our certificate program. Learn to create effective strategies on platforms like Instagram, Facebook, LinkedIn, YouTube, TikTok, and X (formerly known as Twitter) to grow your online following and stand out in the marketplace.

> 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/social-media-marketing-self-paced



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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)
- Social Media Marketing Capstone Project (Self-Paced) (18 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

Social Media Marketing Capstone Project (Self-Paced)

Throughout this program, you will complete a capstone project to showcase in your portfolio:

- Create a complete social media marketing strategy by researching, planning, and designing a multi-platform campaign that reflects clear brand objectives, audience insights, and creative direction.
- Apply best practices in platform selection, content creation, audience targeting, and KPI development to propose a cohesive and data-informed marketing plan.
- Document and present your work in a professional marketing presentation, showcasing your research, strategy, content mockups, and

campaign recommendations using tools like Canva, Figma, or PowerPoint.

- Work on your capstone project both in and outside of class, using scheduled mentoring sessions to review your progress, ask questions, and get personalized feedback from your instructor.