



2011/2012

PROFESSIONAL DEVELOPMENT CERTIFICATE

# Social Media Marketing

[www.cel.sfsu.edu/socialmedia/](http://www.cel.sfsu.edu/socialmedia/)

## FREE INFORMATION SESSION

**Downtown Campus**  
835 Market St., 6th Floor  
(Powell St. BART/Muni)

For upcoming  
information session, please visit  
[www.cel.sfsu.edu/socialmedia/](http://www.cel.sfsu.edu/socialmedia/)

Please RSVP online at  
[www.cel.sfsu.edu/socialmedia/events.cfm](http://www.cel.sfsu.edu/socialmedia/events.cfm)

### The Power of Community: An Introduction to Social Media

Instructor: Susan Barnes

*"Great class! Can't say enough  
good things about it. Can't wait  
to take the next classes!"*

Jennifer Castillo,  
Career Coach & Strategist

The Social Media Marketing Program (SMM) is designed to provide participants with a foundation and skill set in the new, evolving world of social media tools and strategies, which can be immediately applied in the workplace.

Courses may be taken independently or for a certificate of completion.

Topics covered include:

- What social media is and why it is important
- How to use today's most popular social media tools to build relationships and increase productivity
- The importance of building an online community
- Creating and executing impactful social media campaigns
- Trends in mobile applications and how social media intersects with mobile technology
- Real world case studies of the effective use of social media within business-to-business and business-to-consumer settings
- Integrating social media concepts into an organization's overall marketing strategy

# Social Media Marketing

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Lauren Vanett, Program Director

Susan Barnes & Avery Horzewski, Program Advisors

Kim Workman, Program Coordinator, (415) 817-4247, email [kimw@sfsu.edu](mailto:kimw@sfsu.edu)

## The Program and Certificate Option

This program consists of six required courses, for a total of 72 hours of instruction. All six courses must be completed within a period of two years in order to earn a Certificate of Completion. The total tuition cost of the certificate program is \$2,190 (course fees are subject to change.)

Courses may also be taken on an individual basis. No prerequisites are required to participate in the program; however, it is strongly recommended that those new to social media and those earning the Certificate of Completion take *The Power of Community: An Introduction to Social Media* as the first course in the program.

Although no academic prerequisites are required to participate in the program, an advanced level of English for non-native English speakers is required. Intermediate-level ESL speakers who wish to increase their fluency may take courses in the *English for Professional Purposes* program ([www.cel.sfsu.edu/esl](http://www.cel.sfsu.edu/esl)) before enrolling in the *Social Media Marketing* program.

This program is offered as a complement to SF State's *Integrated Marketing* Program. Participants are welcome to attend either program, but will gain the most benefit by completing both certificates.

All courses meet two weekday evenings from 6-9 pm and one Saturday from 9:30 am-4:30 pm for a total of 12 instructional hours per course.

Students who wish to complete the certificate may download an application form at [www.cel.sfsu.edu/socialmedia/](http://www.cel.sfsu.edu/socialmedia/); click on "Certificate" to access the application form. The completed form plus a \$50 non-refundable application fee are due to the program office approximately four weeks before completion of the final course.

**Who Should Attend?** The program is for you if you:

- Work in a marketing role and want to expand your knowledge and skill base to include the latest social media tools and techniques
- Are being asked to take on increased social media responsibilities as part of your existing job requirements
- Want to incorporate social media into your future career plans
- Want to learn more about social media for personal purposes
- Would like to build and expand your résumé
- Choose to earn a Certificate in Social Media Marketing

## Required Courses

- **The Power of Community: An Introduction to Social Media**
- **Mastering Social Media: 3 Essential Tools for the Business Professional**
- **Engaging Your Community: Creating Effective Social Media Campaigns**
- **Social Media in the Real World: Successful Applications of Social Media Strategies**
- **Social On the Go: Trends in Mobile Technology**
- **Integrating Social Media into the Overall Marketing Strategy**

## Grades

Courses are graded on a credit/no credit basis, usually requiring in-class participation, group projects or short assignments. *You must attend all class sessions of a course in order to earn a grade of Credit.*

## Continuing Education Units

SMM courses carry Continuing Education Units, nationally-recognized units for measuring participation in professional development programs which do not award academic credit. CEU courses may be appropriate when employers, relicensure agencies and other authorities require a specific number of hours of study and where noncredit study is acceptable. CEUs may neither be applied to, nor substituted for, graduation requirements. One CEU is earned for 10 hours of instruction.

## Faculty

Our faculty is made up of dynamic, engaged professionals with considerable experience in the world of social media marketing. Their work keeps them on the cutting edge of this ever-evolving technology on a daily basis, and they are excited about sharing their skills, strategies and first-hand experiences with their students. Please see individual biographies for details.

## International Students

The program is not eligible to provide the I-20 form for the purpose of receiving the F-1 student visa. For information about SF State Extended Learning programs that can provide the I-20 form, please visit [www.cel.sfsu.edu/international](http://www.cel.sfsu.edu/international).

Please contact the SF State Office of International Programs (OIP) at [www.sfsu.edu/~oip](http://www.sfsu.edu/~oip) for any and all visa questions.

■ Social  
Media  
Marketing  
Courses  
2011-12

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**SMM 9000 THE POWER OF COMMUNITY:  
AN INTRODUCTION TO SOCIAL MEDIA  
(1.2 CEU)**

*Required*

You're finally on Facebook, you've heard of Twitter and you're connecting on LinkedIn. But you're not quite sure how this all fits together. What are the benefits of building community online? How do you use social media to create meaningful relationships with customers, clients and colleagues? This course will provide a solid introduction to social media, introduce the fundamental concepts around online community-building, and discuss the importance of creating value within all of your social media interactions.

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**SMM 9001 MASTERING SOCIAL MEDIA:  
3 ESSENTIAL TOOLS FOR THE BUSINESS  
PROFESSIONAL (1.2 CEU)**

*Required*

Today, a highly valuable business asset is knowing how to productively use LinkedIn, Facebook, and Twitter for effective online marketing. In this hands-on lab course, you'll learn how to use these popular tools of social media and online social networking. You'll learn about the most efficient strategies and techniques for boosting your profiles, pages and online networks.

Upon completion of this course, you will understand how to use these three tools for effective business networking online. This course will greatly benefit small business owners, life and business coaches, independent business and marketing consultants, authors and speakers.

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**SMM 9002 ENGAGING YOUR COMMUNITY:  
CREATING AN EFFECTIVE SOCIAL MEDIA  
CAMPAIGN (1.2 CEU)**

*Required*

You've built your online community, but now what? How do you take it to the next level and/or transform a sluggish community into one that is thriving, inspiring and active? How do you create excitement and generate momentum? And, how do you influence your community and build a loyal following?

In this hands-on lab course, you'll learn the essential do's and don'ts for planning and executing effective social media campaigns that keep your community engaged and committed.

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**SMM 9003 SOCIAL MEDIA IN THE REAL  
WORLD: SUCCESSFUL APPLICATIONS OF  
SOCIAL MEDIA STRATEGIES (1.2 CEU)**

*Required*

How are established companies in business-to-business, business-to-consumer and non-profit areas using social media to build their businesses? This course provides a closer look at the strategies and planning used by effective social media practitioners within organizations. Case studies and hands-on projects will reveal which strategies are most effective and why. You'll learn to think strategically and adjust your plan to changes in the community conversation.

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**SMM 9004 SOCIAL MEDIA ON THE GO:  
TRENDS IN MOBILE TECHNOLOGY (1.2 CEU)**

*Required*

Why is mobile so important in the social sphere? How are marketers capturing interest through mobile technology? What is LBS (location based service) and why should you care? Foursquare, GoWalia, Brightkite, Loopt, Mapiz, and apps galore: What are the opportunities when your ideal audience is highly mobile, tech savvy, entertainment driven and super social?

This class will discuss the newest and most successful startups in the mobile social space, what people are doing with mobile technologies to increase brand awareness, and why mobile is such an exciting marketing channel.

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**SMM 9005 INTEGRATING SOCIAL MEDIA  
INTO THE OVERALL MARKETING STRATEGY  
(1.2 CEU)**

*Required*

[For Certificate students only.]

Conversations and communities are important, and it's wonderful to have customers engaged with your product and brand through social media. But if you haven't done the up-front work to understand how social media ties into your overall business and marketing goals, then your efforts may not be rewarded.

In this capstone course for the Social Media Marketing Certificate program, we'll look at how to integrate old and new media tools into marketing campaigns and strategies. This class will look at the key elements required for effective integrated marketing strategies in a 21st century world. Students will prepare a final project that applies the concepts learned throughout the course of the program.

## Social Media Marketing Faculty

Our faculty is made up of dynamic, engaged professionals with considerable experience in the world of social media marketing. Their work keeps them on the cutting edge of this ever-evolving technology on a daily basis, and they are excited about sharing their skills, strategies and first-hand experiences with their students.

**Susan Barnes** is founder and president of Susby Internet Strategy, a web, search and social media marketing consulting company in San Francisco. She was previously Vice President at an internet solutions firm, and Multimedia Creative Specialist at a marketing and communications agency. Susan has been teaching for SF State since 2004 and is an Internet Design & Technology graduate of the SF State Multimedia Studies Program. Her Master of Music degree is from Northwestern University and her two Bachelor's degrees are from Oberlin College and Conservatory. Susan serves as a program advisor for the Social Media Marketing Program.

**Avery Horzewski** is president of Women in Consulting, a nonprofit organization that services consultants, and AVE Consulting, a marketing and customer communications firm that helps companies develop and refine their communication strategies. She regularly speaks on social media, its impact on business, and implementation best practices. Avery holds bachelor and master degrees in speech communication from California State University, Hayward. She serves as one of the program advisors for the Social Media Marketing Program.

**George Kao** is a Social Media expert who teaches coaches, consultants, authors, and socially-responsible businesses to understand and implement authentic and effective social media marketing. George holds an M.B.A. in Sustainable Business Management. Clients call him "inspiring, smart, and personable". You can view more than 100 third-party verified endorsements for George on LinkedIn. Learn more at: [www.GeorgeKao.com](http://www.GeorgeKao.com).

**Jennifer Neely** is a leading Web Strategist, speaker and educator, who heads up digital efforts for several high-profile clients. She recently completed a book and is twice Emmy-nominated. Her program, The A-List, is featured on BlogTalkRadio and iTunes. She's on the Social Media Club board. Jennifer earned a M.S. from Columbia University Graduate School of Journalism and a B.A. in English from UC Berkeley.

**Linda Popky** is an award-winning marketing consultant, speaker and author and the President of Leverage2Market Associates, a strategic marketing firm that helps organizations from startups and small business to Fortune 500 companies get more powerful results from their marketing initiatives.

**Mario Tapia** has more than 20 years of experience across Mobile, Internet and leading-edge technologies. Mario is Getjar's director of mobile products. Prior to Getjar, Mario launched products at Yahoo!, Danger, Disney, ESPN, Playboy, T-Mobile, and AT&T. Mario holds a B.S. in Mechanical Engineering from California State University at Fresno and completed post-graduate work in Engineering at the University of Washington.

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