Social Media Specialized Studies

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University of California, Irvine
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Extension’s professional certificate and specialized studies programs help you increase or enhance your current skills or prepare for a new career. Courses are highly practical and instructors are qualified leaders in their field. Convenient online and evening courses make it easy to learn on your own time, in your own way. A certificate or specialized studies award bearing the UC seal signifies a well-known, uncompromising standard of excellence.
Social Media Specialized Studies

More companies and individuals are embracing Social Media as a means to attract and retain customers. According to 2014 research from LinkedIn, the majority of small and medium-sized businesses (SMBs) are relying on social media for growth. Approximately 81% of these companies are using social media, and of those, 94% do so for marketing purposes.¹

Findings from the Content Marketing Institute show that year-over-year social media usage is up for B2B companies. Among those companies reporting significant year-over-year growth, 91% said social media helped “increase awareness” of their brand, while 82% said it helped them generate “new leads.”²

- B2B content marketers use an average of six (6) social media platforms, up from five (5) in 2012.
- B2B content marketers are using every social media platform from Facebook to LinkedIn, Twitter to YouTube, and more
- Social media platforms that had the biggest increase in use from 2012 to 2013 include SlideShare, Google+, and Instagram

The Social Media Specialized Studies Program addresses many of the issues and challenges surrounding the explosion of social media usage, connecting business objectives with social media strategy, and providing a roadmap to help individuals and companies navigate the social media landscape and gain a competitive edge.

The program will address these fundamental questions:

- What are the best social media strategies and tactics to employ?
- How much should you/your organization invest in social media?
- How do you measure and track social media tactics?
- How do you integrate social media into the overall marketing plan?

Through instructor-led, interactive classes, attendees will gain the knowledge, experience, and practical skills to immediately apply their learning in the workplace.

¹ http://mashable.com/2014/02/13/linkedin-social-media-study/

Who Should Attend

This program is designed for all professionals working in the marketing field to learn more about digital marketing and social media: interactive marketers seeking to increase their product influence; experienced marketers who want to expand their knowledge and skills; mid-level managers responsible for brand awareness and loyalty; those tasked with planning, aligning and integrating social media in their organizations; entrepreneurs managing small firms; individuals who have taken on—or wish to take on—social media responsibilities within their organizations; or those who seek to better understand social media marketing for personal and/or networking purposes.

Specialized Studies Award Requirements

To earn the Social Media Specialized Studies Award, participants must choose courses totaling a minimum of nine (9) units, which is 90 hours of instruction, with a grade of “C” or better. To receive the award after completing all program requirements, students must submit a Request for Certificate. All requirements must be completed within five (5) years after the student enrolls in his/her first course. Students not pursuing the award are welcome to take as many individual courses as they wish.

For more information:
Melissa Allison
Program Representative
(949) 824-9796
melissa.allison@uci.edu
Program Benefits
- Form and optimize social networks
- Design and implement a social media strategy
- Integrate social media tools into other strategic marketing initiatives
- Implement measurement strategies to track and measure the ROI of social media
- Map metrics and evaluate results of specific social media driven results
- Discover new media technologies and identify which is best suited for your product or business

Program Fees
The total cost of the program varies depending on the courses chosen. Actual fees may differ from the estimate below. Fees are subject to change without prior notice.

- Course Fees: $625 per course
- Candidacy Fee: $35
- Textbooks*: $600


On-Site Training
Extension’s Corporate Training specialists can deliver this program or customize one that fits your organization’s specific needs. Visit extension.uci.edu/corporate, or call (949) 824-1847 for more information.

Core Courses
(Choose a Minimum of 9 Units)

Utilizing and Integrating Social Media Channels
MGMT X461.75 (2 units)
Explore and utilize techniques for making Social Media an integral component of organizational marketing campaigns, serving as both listening and outreach tools for building brand awareness and promoting business. Investigate social tools, including internet forums, message boards, blogs, wikis, podcasts, picture sharing, video sharing, and social networking to learn how to leverage social media as a powerful alternative to traditional interruptive advertising. Create and present a written plan for achieving business goals through the use of a social media marketing campaign.

Social Media and Internet Audience Profiling
MGMT X461.53 (1.5 units)
Examine qualitative research methods to monitor social media demographics, and learn to identify the social media applications and strategies best-suited for reaching specific targets. Explore the techniques and best practices for identifying and engaging your audience to ensure the effectiveness of resources spent on social media, public relations, branding and marketing efforts.

Social Media Measurement and Evaluation
MGMT X461.71 (1.5 units)
Explore how social media has become integral to marketing for many organizations, providing unprecedented opportunities to engage stakeholders and consumers in direct ways. Examine how a specific measurement and evaluation plan is necessary due to the disparate nature of the various platforms and technologies. Experience an in-depth and hands-on exploration of current trends and tools including quantitative and qualitative measurement methodologies.

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Developing a Social Media Strategy
MGMT X461.54 (2 units)
Develop a social media strategy and gain a complete understanding of the POST (people, objectives, strategy, and technology) process. Learn effective audience profiling techniques using technographics and social computing behaviors. Explore cohesive strategies that integrate social media into sound business practices and methodologies for implementing social media channels to achieve organizational business and brand objectives.

Social Media for Public Relations
MGMT X466.7 (1.5 units)
Address the specific needs of public relations and corporate communications professionals in the new media environment. Learn to implement social media and act as an innovative leader within an organization, regardless of career experience. Gain practical hands-on experience and a deep strategic understanding of the role social and new media marketing serve in public relations.

Transmedia Marketing Through Storytelling
MGMT X461.74 (1.5 units)
Explore how a good story is essential to audience engagement and key to marketing, public relations and social advocacy. Apply the ancient art of storytelling to new media forms, creating a new format that dramatically impacts marketing strategies and brand value. Develop a more expansive and immersive experience than traditional marketing approaches, examining the role and structure of narrative in audience engagement that impacts consumers. Review case studies and evaluate and develop a transmedia story-strategy for a product, company, or campaign that will engage and persuade.

Blogging for Business
MGMT X461.76 (2.5 units)
Explore how blogging is one of the best ways to update an organization’s website with pertinent and original content that can also be used as an effective sales tool. Learn how to blog and examine best practices that are specific to blogging for business in a marketing context. Address how to navigate and post in Wordpress, create and maintain a successful business blogging campaign, choose and write materials that will best suit a client or business, manage a workflow and use plugins. The importance of responding to comments and incorporating social media posting into a blogging strategy will also be explored.

New Media Tools and Technology
MGMT X461.51 (2.5 units)
Learn to navigate the new media landscape and better understand how these tools can be applied in business and personal situations. Explore new media, which is defined as any form of electronic communication that takes place over the Internet including blogs, wikis, social networking and bookmarking sites, portals, life streaming, and social annotation. Discover the current available tools and technologies that drive them, including Rich Internet Applications, cloud computing, and software service. Examine the structure of a Web 2.0 company and strategies for monetizing websites.

Content Marketing
MGMT X461.78 (1.5 units)
Gain the knowledge and skills needed to design, develop, promote and manage profitable digital, mobile and social content marketing campaigns. Learn how to create compelling and engaging content to support the customer through the buyer journey lifecycle. Designed for product managers, digital marketers, social media strategists and business leaders who wish to increase revenue, retention rates and marketing return on investment.

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