COURSE INFORMATION

Course Number: WEBT 7080

Course Title: Amplify Your Reach Across Multiple Social Networks

Course Description: Can you imagine how the large brands develop their complicated Online Marketing Strategy? They do have the benefit of large teams working together who have access to expensive Online Marketing Monitoring software.
Discover how to amplify your content reach by looking beyond the big social networks to increase exposure and grow your following. Hands-on instruction using real world projects in small groups is the most effective way to master the ever evolving Online Marketing World.

Suggested Course Prerequisite(s): Social Media Marketing Technologies Basics

Course Resources: Textbook(s): N/A

Student Learning Outcomes: Optimize the online marketing, of a business, with the use of all available social networks, Google platforms, and social intelligence software.

Certification Notes: Online Marketing Certificate

Next course recommendation: Internet Marketing Using Targeted Content

Internet Marketing using YouTube

Lesson Plan – by week or session:

Session 1: Available social monitoring software Session 2: Monitoring across all social networks
Session 3: Data analysis
Session 4: Comparative analytics and competitors Session 5: Audience engagement and growth
Session 6: Guidance on what and how to measure

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance.
Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.
Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.
Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/inforegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:
Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD:

972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.