COURSE INFORMATION

Course Number: WEBT 7115

Course Title: Facebook Blueprint

Course Description In this course, students will learn how to use Facebook, so they can create better campaigns that drive business results.

Suggested Course Prerequisite(s): It is recommended that the candidate has a good understanding of the basic Facebook functions or has taken the Social Media Marketing Technologies – Basics Course (77384). Students should have personal Facebook account set up with a basic understanding of the use of Facebook. We recommend that a Business Facebook Page has been set up prior to the first day of class.

Course Resources: Textbook(s): N/A

Student Learning Outcomes:
This course is intended for marketing personnel, entrepreneurs, and professionals who want to learn Facebook marketing skills. Candidates will learn how the world's top brands use Facebook to drive traffic, generate leads, gain valuable insights about their customers and increase online conversions via the social web. We will recommend that students practice all step by step instructions within class sessions.

Certification Notes: This course satisfies one elective towards the Social Media Manager Certificate Series and Social Media Manager Advanced Certificate Series.

Next course recommendation: LinkedIn for Business

Lesson Plan – by week or session:

Session 1: Learn the difference between a personal profile and business profile
☐ Understanding the newsfeed algorithm for business marketing
☐ Organic reach vs. paid reach
☐ Choosing the appropriate settings based on business' goals
Session 2: Organic marketing
☐ Lead generating strategies and tools
☐ Sales strategies and tools
☐ Connecting Facebook to websites, Google Analytics, Google Adwords, and more
☐ Video advertising strategies and tools
☐ Live webinars within the Facebook platform
Session 3: Facebook paid marketing opportunities
☐ Generating Website visits
☐ Post engagement
☐ Lead generation
☐ App downloads
☐ Website conversions
☐ Geo-targeting
☐ Re-targeting
Third-party applications and tools to help manage Facebook marketing and advertising.
Session 4: Strategizing and Implementing a Facebook Marketing Campaign
☐ Ads Manager

Power Editor
 Creating Audiences and Retargeting groups
Understanding and analyzing Facebook Insights and Ad Campaigns

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.