

**Collin College - Continuing Education
COURSE SYLLABUS**

COURSE INFORMATION

Course Number: WRKS 7275

Course Title: LinkedIn Basics

Course Description: Master the LinkedIn concepts for the beginner. By harnessing the power of the LinkedIn platform, you can tap into an expansive network of professionals, companies, and groups in your industry and beyond. In this course, discover how to make the most of your LinkedIn account to build a network, communicate with prospects and referral partners, increase brand awareness, and search for the decision makers.

Suggested Course Prerequisite(s): Familiarity with Web browsing.

Course Resources: Textbook(s): N/A

Student Learning Outcomes:

Demonstrate effective profile creation, adding connections, communicating on the network, understanding the search platform, building your expertise brand, exploring the feed, and more.

Certification Notes: N/A

Next course recommendation: LinkedIn – Advanced

Lesson Plan – by week or session:

- Creating an effective LinkedIn profile
- Configuring a public profile and profile URL
- Finding and adding connections
- Exploring messages
- Navigating Groups
- Following influencers
- Exploring the feed
- Publishing articles
- Configuring privacy settings
- Exploring account types

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.