

BUSINESS & FINANCE



SOCIAL MEDIA & MARKETING

ALL EYES & EARS - VIDEO & PODCAST PRODUCTION TIPS FOR 2018

NEW!

Video is becoming a powerhouse for getting your message out online. But are you really doing it the right way? This class will provide the tools you need to make video work for you.

- Understand where and how video content is growing
- Understand best practices for creating and optimizing videos online
- Learn simple production tips to make your videos look professional on a budget
- Learn the top two things small businesses are doing wrong when it comes to online videos

DCB 2235-01 W 9/19 9am-noon KSU \$49

SEARCH ENGINE OPTIMIZATION (SEO) 101 - WHAT YOU NEED TO GET STARTED

Keeping your digital ducks in a row is still how you get found online. This class is designed to remove the guesswork surrounding how your web page is found and evaluated by search engines.

- Learn back end techniques to provide search engines with a clear understanding of your site's content
- Understand the role of structured data and its impact on search results
- Tools for optimizing your page titles and meta descriptions
- Review On-page Ranking factors that determine your web page's worth for search engines

DCB 2236-01 W 9/26 9am-noon KSU \$49

MOBILE OPTIMIZATION - HOW LOCAL SEARCH DRIVES BUSINESS

In today's world going mobile is everything. The class will break down how to prepare for the mobile world. Is your site ready?

- Understand the role of Google's move to mobile-first indexing
- Tips for simplifying your site design for a mobile experience
- Understanding mobile SEO best practices and how they affect local search results
- Techniques for improving page speed for user experience on mobile devices

DCB 2237-01 W 10/3 9am-noon KSU \$49

HOW TO BUILD YOUR FIRST EMAIL MARKETING CAMPAIGN

Email campaigns are still a powerful way to reach your ideal customer. With all the noise in our inboxes, we will review ways to make your email efforts count. Understand the critical components of developing a comprehensive email marketing campaign. Review current software options for managing your email campaigns. Learn how to establish baselines for testing and measuring your digital outreach effort and understand the role in landing page design and user experience with email marketing.

DCB 2238-01 W 10/10 9am-noon KSU \$49

OPTIMIZING YOUR INSTAGRAM FOR BUSINESS

Instagram is taking the business world by storm. This class will focus on how to properly position your brand and introduce your business to a whole new audience. You will learn how to identify your brand voice and how to develop digital content that supports your business goals. Tips on how to create a content calendar that simplifies social posting will be covered. Learn how to use social listening to find opportunities to reach out to your ideal customer. Discover the tools and techniques marketers use to help broadcast content efficiently.

DCB 2239-01 W 10/17 9am-noon KSU \$49

COMPUTER



INTRODUCTION TO EXCEL

This Excel class will include entering data into a worksheet; navigating a worksheet; creating workbooks; inserting columns, rows, and worksheets; creating formulas and functions and basic formatting techniques. **Instructor: J. Boice, MBA**

DCM 1601-01 W 11/7 & 14 6-9pm KSU \$59



INTRODUCTION TO WORDPRESS

WordPress is a powerful program designed to create websites and blogs. The course introduces basic WordPress terminology and techniques, focusing on content creation, management, development and organization. In this hands-on course, students will earn-by- doing - how to build a website with WordPress. Class will cover: how to create and format web pages and blog posts, select and change themes, create and customize menus, administer a site, use plugins to add functionality, and a lot more! This course is designed for WordPress beginners and it is held in the MAC lab. **Instructor: D. Pearlman.** Prerequisite: proficiency in basic computer skills.

DCM 1028-01 T 10/16-11/13 6-9pm KSU \$179

Prerequisites are considered to be the basic skills and expected knowledge prior to taking a class. Instructors will assume a readiness for the class material and will not use class time to discuss prerequisite material.



ACCOUNTING COMPUTER SKILLS CREDENTIAL

This credential, awarded after student demonstration of a specific skill set in accounting and computer skills, recognizes the achievement of competencies that have validity with employers. This credential is not registered with the State Education Department, but serves as institutionally recognized portable evidence of student mastery of these competencies and skills.

BUS 171 Computer Applications in Business
Fall 2018 & Online

ACC 101 Principals in Accounting
Fall 2018 & Online

BUS 272 Spreadsheets for Business
Fall 2018, Spring 2019 & Online

ACC 210
Spring 2019

