SOCIAL MEDIA & MARKETING

ALL EYES & EARS - VIDEO & PODCAST PRODUCTION TIPS

This class will provide insights into the tools and techniques you need to make video and podcasting work for your business. Understand best practices for creating and optimizing videos online and learn simple production tips to make your videos look professional.

DCB 2235   W   9/25   9am-noon   KSU $49

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

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 and tools for optimizing your page titles and descriptions.

DCB 2236   W   10/2   9am-noon   KSU $49

MOBILE OPTIMIZATION - HOW LOCAL SEARCH DRIVES BUSINESS

The class will break down how to prepare your website for the mobile world by understanding the role of Google's move toward mobile-first indexing, mobile SEO, as well techniques to improve page speed and user experience on mobile devices.

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

HOW TO BUILD YOUR FIRST EMAIL MARKETING CAMPAIGN

This course will review the critical components required for developing a comprehensive email marketing campaign. We will also review current software options for managing your email campaigns and establishing baselines for testing and measuring your digital outreach efforts.

DCB 2238   W   10/16   9am-noon   KSU $49

OPTIMIZING YOUR INSTAGRAM FOR BUSINESS

Learn how to properly position your brand and introduce your business to new audiences. The course will cover items such as brand voice, developing digital content that supports your business goals and tips on how to create a content calendar that simplifies the process of social posting.

DCB 2239   W   10/23   9am-noon   KSU $49

NEW! A BEGINNERS GUIDE TO NAVIGATING GOOGLE ANALYTICS

Learn the basics of navigating the Google Analytics dashboard, interpret website traffic data and understand the general reporting structure. This course will also cover a basic understanding of traffic acquisition metrics, on site behavior data and conversion goals.

DCB 2281   W   10/30   9-11am   KSU $35

COMPUTER APPLICATIONS

INTRO TO WORDPRESS - BLOGGING

This state-of-the-art skills, powerful program is designed to create websites and blogs. Learn what a blog is, how it differs from a website, how to build a blog, how to create and format blog posts as well as how to use categories and tags, upload photographs and media, select and change themes, create menus, use widgets, and add social media links. Prerequisite: Though designed beginners, you will need proficiency in basic computer skills, such as using email, the internet, Google and light word processing. This class is held in the Mac Lab. **Instructor: D. Pearlman**

DCM 1746-01   M   10/21 & 28   6-9pm   SRC $69

INTERMEDIATE WORDPRESS - WEBSITES

Want to take your business to the next level then learn what a website is and how it differs and enhances a blog. Learn how to create and format page posts, modify images and media with WordPress Media Library tools, customize themes using CSS, create custom menus, add HTML to your pages and WIDGETS, use APIs like Google Map and MailChimp forms, add Plugins to add functionality, optimize your website or blog for SEO (search engine optimization), and integrate media and social media to your website or blog. Prerequisite: Intro to WordPress or some experience with WordPress as well as proficiency in basic computer skills, such as using email, the internet, Google and light word processing. This class is held in the Mac Lab. **Instructor: D. Pearlman**

DCM 1747   M   11/4 - 12/9   6-9pm   SRC $175
No class 11/11

WORDPRESS
Note: There may be a WordPress Hosting lab fee, approximately $50.

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: D. Boice

DCM 1601   T   11/12 & 19   6-9pm   KSU $59

INSTRUCTOR-LED ONLINE SHORT COURSES

These courses are quick, affordable and effective 6-week format courses. New course sessions begin monthly, are project-oriented and include lessons, quizzes, hands-on assignments, discussions areas, supplementary links and more. Career or Personal Development **Courses include the following and many more.**

    Microsoft Office Suite • Keyboarding
    Achieving Top Search Engine Positions
    Basic Comp TIA A+ Certification prep

Courses begin on Sep 11, Oct 16, Nov 13, & Dec 11. Courses starting as low as $199. Visit www.ed2go.com/sunyulster for course details.

M - MONDAY • T - TUESDAY • W - WEDNESDAY • R - THURSDAY • F - FRIDAY • S - SATURDAY • U - SUNDAY