SOCIAL MEDIA & MARKETING

ALL EYES & EARS - VIDEO & PODCAST PRODUCTION TIPS

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   2/20   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   2/27   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   3/6   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   3/13   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   3/20   9am-noon   KSU $49

SOCIAL MEDIA TOOLS OF THE TRADE FOR DESIGN & DISTRIBUTION   `NEW`

Every marketer has tricks to save time, increase engagement and build and audience. Peek inside the tool box top marketers use to turn engagement into an art form. By using the right tools like Canva and Venngage in conjunction with the right social distribution platforms such as Hootsuite and Grum, any business can make social engagement a simple part of their routine without breaking the bank.

DCB 2251-01   W   3/27   9-11am   KSU $34

COMPUTER

INTRO TO WORDPRESS - BLOGGING   `NEW`

Learn state-of-the-art skills in the world of web-based media? WordPress is a powerful program designed to create websites and blogs, and the most popular blogging/website platform in the world. In this hands-on course, students will learn-by- doing - how to build a blog with WordPress.
- What is a blog, how it differs from a website
- How to create and format blog posts • Use categories and tags
- Upload photographs and media • Select and change themes
- Create menus • Use widgets • Add social media links

Prerequisite: This course is designed for WordPress beginners, however, all students must have a proficiency in basic computer skills, such as using email, the internet, Google and light word processing. This class held in the Mac Lab. **Instructor: D. Pearlman**

DCM 1746-01   T   4/2 & 9   6-9pm   KSU $69

INTERMEDIATE WORDPRESS - WEBSITES   `NEW`

Want to take your business to the next level? Learn state-of-the-art skills in the world of web-based media. WordPress is a powerful program designed to create websites and blogs, and the most popular blogging/website platform in the world.
- What is a website and how it differs and enhances a blog
- How to create and format page posts
- Modify your images and media with WordPress Media Library tools
- Customize your themes using CSS
- Create custom menus • Add HTML to your pages and WIDGETS
- Use APIs like Google Map and MailChimp forms
- Add Plugins to your site to add functionality
- Optimize your website or blog for SEO (search engine optimization) integrating media and social media with your website or blog!

Prerequisite: This course is designed for people who want to learn how to make a business or personal website. Introduction to WordPress or some experience with WordPress is necessary. Students must have a proficiency in basic computer skills, such as using email, the internet, Google and light word processing. This class held in the Mac Lab. **Instructor: D. Pearlman**

DCM 1747-01   T   4/30 - 5/28   6-9pm   SRC $174

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 1601-01   M   4/15 & 22   6-9pm   KSU $59