

EARN A FREE CERTIFICATE FROM NORCO COLLEGE

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Social Media for Business

The Social Media for Business Certificate provides students with an understanding of how to effectively leverage social media as part of a business marketing strategy. Students will analyze the ways in which business and nonprofits use social media marketing to engage customers and develop a successful business presence on social media using Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest.

Required Courses:

ENP-801 Facebook for Business

Facebook is the most popular social network and a powerful tool for growing and promoting your business. Create effective profiles, pages, groups, and ads. Establish goals and learn how and what to post to achieve them. 10 hours lecture. (Pass/No Pass only.)

ENP-804 Twitter for Business

Students learn to set up a Twitter Business presence to leverage the power of real-time marketing, optimize and manage an account, and find and follow influencers and leads. Includes engaging with prospects using tweets, RTs, DMs, follows, mentions, and hashtags. 10 hours lecture. (Pass/No Pass only.)

ENP-802 Pinterest and Instagram for Business

Students learn to market and expand a brand using Pinterest and Instagram. Provides the basics and beyond of these platforms, including how to produce high level content and effectively use the sites in a marketing strategy to develop a loyal, enthusiastic customer base for their brand. 10 hours lecture. (Pass/No Pass only.)

ENP-805 LinkedIn for Business

LinkedIn is the world's most popular business oriented social media networking platform. Students learn to use LinkedIn to develop business through relationship marketing. Topics include optimizing a company profile, developing content that engages a target audience, and building a professional brand. 10 hours lecture. (Pass/No Pass only.)

ENP-803 YouTube for Business

Students learn to use YouTube to broadcast user and business-generated videos. Topics include creating a custom channel and building a following by uploading and sharing videos that communicate a brand and engage an audience. 10 hours lecture. (Pass/No Pass only.)



Career Education

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