

OMCP® Social and Mobile Marketing Professional (Voucher Included)



Professional and Continuing Education

In the OMCP® Social and Mobile Marketing Professional Prep Program, you'll gain a comprehensive overview of online marketing and develop a solid understanding of not only how each discipline works, but how the disciplines work together. This is followed by comprehensive social media marketing, mobile marketing and content marketing training. The program also incorporates the latest trends and tips in YouTube and Video Marketing, and includes specialized training in social media advertising in which you'll learn how to turn Facebook, Twitter, Pinterest and other forms of social media into massive lead generations and customer communication platforms.

Who Should Attend

Those interested in entering the field of social media marketing. This program will help you create and develop your own online business, become a social media marketing consultant or work in the social media marketing department of a corporation. If you're already working in the field, this program provides the formal education you may need in order to further your career.

Requirements

Must have access to a computer, Internet and an active e-mail account. Windows Media Player, Adobe Flash Player and Adobe Acrobat Reader are also required for this program.

Certificate Completion

Upon successful completion of the program, you will be awarded a certificate of completion.

Training Time

190 hours, 9 months



Skill Sets

- Explain how each discipline works, and how the disciplines work together
- Plan, create, launch and evaluate the effectiveness of social media marketing campaigns
- Create and optimize social media campaigns for mobile markets
- Create content that supports social media marketing goals
- Know when and how to use YouTube as a tool in social media marketing strategy

Delivery Format

- The entire program is offered online
- Start anytime during the quarter
- Train from the convenience of your home and on your schedule
- Progress at the pace that matches your learning style

For more information, contact the PACE Program staff at (909) 537-5976, or email pace@csusb.edu.

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