

Certificate in Social Media

Overview

According to Fast Company, "Total social media users are forecast to grow by just 4.1 percent in North America in 2013. Compare that with growth rates of 21.1 percent in Asia-Pacific (including China, India, and Indonesia), 12.6 percent in Latin America, and 23.3 percent in the Middle East and Africa."



While U.S. unemployment hovers around 8%, **job postings requiring social media skills rose 87% from 2011 to 2012**, topping 13,000 in one month alone earlier this year. Among Fortune 500 companies, 73% have company Twitter accounts and 66% have Facebook pages. Corporate America is racing to apply social media tools to everything from building customer relationships to connecting teams of employees around the world. A recent study by McKinsey & Company estimates **\$1.3 trillion in value** stands to be unlocked by new social media technologies. Although businesses are hungry to tap social media, they lack the expertise to do so. Among 2,100 companies surveyed by Harvard Business Review, a meagre 12% of those using social media feel they use it effectively. The result is an exceptional demand for social media professionals who can boost the bottom line.

Higher education, however, has been painfully slow to step in and fill the knowledge gap. While many universities use social media to recruit students – Harvard alone has 1.6 million fans on Facebook – few have brought it into the classroom itself. When courses on social media are offered, they tend to be isolated electives rather than integrated into a larger curriculum. From Facebook to Twitter and YouTube, countries, companies, and individuals are embracing social media at a rapid pace. The **Certificate Program in Social Media at California State University, Los Angeles (CSULA)** addresses the many issues surrounding this new phenomenon and provides a roadmap to help individuals and companies navigate social media to gain a competitive edge.

The program addresses the fundamental questions:

- What are the best social media strategies and tactics to employ?
- How can you create mobile marketing apps via mobile marketing devices?
- How can you measure and track social media tactics?
- How can you integrate social media into marketing plans?
- How can you develop a new business using social media?

This certificate offers a hands-on approach to learning social media. Attendees will gain the knowledge and practical skills to immediately apply their learning.

Certificate Benefits

- Attain the certificate with 4 courses.
- Customize the courses to meet your needs.
- Learn digital and social media skills.
- Work and learn in an interdisciplinary environment of students and faculty.
- Learn the technologies of social networks.
- Design and implement a social media strategy.
- Integrate social media tools into marketing initiatives and other strategic business initiatives.
- Measure the ROI of social media.
- Identify the key social media metrics.
- **Enrollment is open to all attendees.** The certificate does not require you to be a marketing major, business student, or even a CSULA student.

Custom Training Available

Through CSULA Corporate Training, the **Certificate Program in Social Media** can be customized to accommodate your organization's specific needs. Visit the College of Business & Economics portal cbe.calstatela.edu or call (949) 323-343-2960 for information.