

Digital & Social Media Strategy



Capitalize On Your Support

From short form video productions to long written content, digital and social media trends are ever-evolving. And your skills need to evolve with them. Develop a strategy to connect to your audience today.

Examine how the web **functions**, how to **gain traction**, leverage **social media**, and the **role of "Big Data."**



Dr. **Sharmin Attaran** will guide you to build an executable digital & social media strategy that you can implement the very next day.



edc.bryant.edu



401-232-6200

Bryant University
INSPIRED TO EXCEL

BRYANT UNIVERSITY CERTIFICATE PROGRAMS

WHY SHOULD YOU PURSUE A BRYANT UNIVERSITY CERTIFICATE?

Bryant University fosters a career advancement mindset in which students learn in an interactive format to gain skills they can immediately apply for their professional development. Since 1863, Bryant University has been a leader in offering innovative educational programs that address the changing landscape of both business and society.

From Project Management to Six Sigma, People Analytics to Mastering Leadership, our programs utilize cutting-edge approaches to create a highly interactive and experiential learning environment and ensure the knowledge gained can be utilized right away. All programs are developed and supported by our renowned Bryant Faculty.

You choose the path that's right for you from the comfort of your home or office: virtual instructor-led or online self-paced.

EDUCATION FOR INDIVIDUALS

Advance your career through our professional certificate programs and individual courses. Bryant offers virtual instructor-led and self-directed online learning options to provide you the utmost flexibility and convenience in your lifelong learning journey.

CUSTOM PROGRAMS

Bryant University offers customizable training to corporations, non-profits, and government organizations. Our custom programs can be onsite, virtual instructor-led, or online self-paced.

Investing in employee professional development is an essential component for any organizational success. Working collaboratively, we develop customized corporate programs for employers to help increase retention, performance, and personal growth.

KEY

Instructor-Led (online)



Icon represents programs offered by instructors via Zoom.

Join our expert Bryant instructors for direct teaching via Zoom. Instructor-led courses provide excellent opportunities to network with fellow learners and engage in real-world applications of material.

Self-Paced



Icon represents self-paced programs offered online.

All self-paced courses are designed and supported by Bryant instructors. Self-paced courses are ideal opportunities to fit learning and career development into your busy schedule.

Strategies for Success



Icon represents customizable programs offered for organizations.

"Strategies for Success" is a one-week module that will familiarize you with our online learning system, to ensure when you begin your certificate program you are ready to learn and fully participate. Required for all first time Self-Paced Bryant University certificate learners.

COURSE SCHEDULE
CLICK HERE



DESIGN THINKING

Leverage your creativity: tackle complex problems by developing innovative solutions.



PROJECT MANAGEMENT

Explore the critical skills every project manager needs to be successful.



HUMAN RESOURCES

A SHRM preferred provider.

Examine HR best practices and become a strategic partner in your company's success.



LEADERSHIP DEVELOPMENT

Study the diverse skills required to be a dynamic value-based leader.



LEAN SIX SIGMA

Use a logical problem solving methodology to improve processes by eliminating waste.



BUSINESS ANALYSIS

Advise clients and stakeholders by conducting insightful needs analyses.



AGILE & SCRUM

Deliver high quality efficient products and promote a strong team environment.



DIGITAL & SOCIAL MEDIA STRATEGY

Analyze today's digital landscape and build a strategic plan with target metrics.



DATA VISUALIZATION

Create vivid insightful visualizations in Excel, Power BI, Tableau, and Google Data Studio.



FINANCIAL PLANNING

Satisfy the educational requirements to confidently sit for the CFP® exam.



PA & NP LEADERSHIP IN HEALTHCARE

Master the skills PA/NP supervisors need in the healthcare workplace.



CYBERSECURITY FRAMEWORK

Learn NIST Cybersecurity Framework controls and management systems.

DON'T SEE WHAT YOU'RE LOOKING FOR?

We are always designing new courses. Contact us to discuss your needs or check our website for most recent course offerings.

DIGITAL & SOCIAL MEDIA STRATEGY

Digital and social media skills are ever-evolving and are some of the most in-demand needs for an organization. The Digital and Social Media Strategy Certificate provides a comprehensive and strategic look at today's digital business environment. Participants will examine the key components of the web, how it functions, how to gain traction, learn how to leverage social media, and understand the role of search and "Big Data."

Through microburst learning techniques and structured activities learners will practice the concepts by interacting with their boss, work colleagues, and other specialists. The assignments in this course will give you an executable digital strategy plan that includes operational tactics, benchmarks for measurement, a reporting protocol, and a rationale for your choices.

DIGITAL & SOCIAL MEDIA STRATEGY

DIGITAL & SOCIAL MEDIA STRATEGY CERTIFICATE

A comprehensive look at today's digital business world, to enable you to build an executable digital strategy plan.



Earn 3.0 CEUs

Course Description

Digital and social media skills are ever-evolving and are some of the most in-demand needs for an organization. Bryant University's Digital and Social Media Strategy Certificate provides a comprehensive and strategic look at today's digital business environment. Participants will examine the key components of the web, how it functions, how to gain traction, learn how to leverage social media, and understand the role of search and "Big Data."

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Audience

For individuals in any sector with any level of digital and social media knowledge. Suggested for those who are currently working on a project and need assistance creating an executable strategy with metrics for success.

Course Information

EDM 500

Schedule: Online, anytime. Begin your course on the first Sunday following enrollment.

3.0 CEUs

Overview & Assignments

This course consists of 10 weeks of guided learning, each comprising multimedia, interactive modules, curated readings. Discussion posts due on Mondays and all other deliverables due on Saturdays.

It is expected that you will spend approximately three (3) hours per week working through these materials and assignments. Begin your class on the Sunday following full enrollment.

Program includes "Strategies for Success" course.

Outcomes

Individuals will come to define what digital marketing is, the channels within which it operates, and its role in marketing strategy.

- Quantitatively evaluate strategies and tactics to inform marketing decisions and track marketing effectiveness.
- Identify target audiences to create original digital content that meets organizational goals.
- Evaluate performance in a marketing funnel and marketing automation tools in relation to business objectives.
- Design and launch a digital marketing strategy to push potential customers through a conversion event.

DIGITAL & SOCIAL MEDIA CERTIFICATE

| COURSE | FORMAT | SCHEDULE | FEE | INSTRUCTOR | CEUs |
|---|--|--|---------|-----------------|------|
| Digital & Social Media Strategy Certificate | Self Paced Online EDM 500 | ANYTIME Class begins the Sunday following enrollment. <i>10 weeks</i> | \$1,995 | Sharmin Attaran | 3.00 |