



SOCIAL MEDIA

SKILLS CERTIFICATE

This course is designed for those interested in understanding and using the power of social media. Students learn to use social media to promote and expand their online presence while developing meaningful relationships. Students learn to choose social media sites to find people in target markets, engage users, and build valuable relationships that can lead to sales and job opportunities. Topics covered include creating and building a fan base, web marketing, and building traffic to websites and business.



	UNITS
CAOT 152 Mobile Apps for Business (CSU)	3
CAOT 153 Social Media (CSU)	3
TOTAL	6



6 UNITS

Computer Applications & Office Technologies
 Technology Building E7 - Fourth Floor, Room E7-420 and E7-411
 For more information, call 323-415-5399 or e-mail serrans@elac.edu