

Marketing Tools and Tips for Success

Business-ready skills for growth, operations, and

A practical, student-friendly outline covering key concepts, tools, and applied workflows.

MODULES

3

LESSONS

19

FORMAT

Self-paced

Module Breakdown

<p>MODULE 1</p> <p>Learning Block 1</p> <ul style="list-style-type: none">Create Your Persona Or VoiceDecide On Your PlatformsEstablishing A Social Media ManagerCoordinate With Customer ServiceCreate A Predetermined Crisis Management PlanStick To The ScriptBuilding Relationships With The Media	<p>MODULE 2</p> <p>Learning Block 2</p> <ul style="list-style-type: none">Find Your EvangelistStay Informed Part 1Stay Informed Part 2BitlyWoobox Part 1Woobox Part 2HootSuite Part 1
<p>MODULE 3</p> <p>Learning Block 3</p> <ul style="list-style-type: none">HootSuite Part 2StorifySocial Media Rules And TipsSocial Media ConclusionTweetdeck-Boolean Search	