



Center for Business and Workforce Education

Intro to Social Media Marketing: Let's Get Started

September 25th, 2019

5:30pm - 8:30pm

RCTC Heintz Center- Room H1317

\$65 per person

Social Media Marketing is a rapidly expanding field and it can be hard to keep up! Businesses need to have a strategy to build a real social media presence and to generate a return on investment. Participants will get an overview of a variety of social media platforms available for online marketing. Participants will discuss how the platforms vary in style and the marketing approaches that may be most appropriate for each while considering a variety of niche markets.

- Compare platforms, their culture, market specific considerations and hashtags
- Describe reach, likes, followers, engagement and impressions and what it means and why it's important
- Learn about digital photography and content basics

Contact Hours: 3 Hours

Instructor: Dr. Deborah Piscitiello

REGISTRATION FORM

Name: _____
 Last First M.I.
 Social Security Number: _____ Male Female Date of Birth: _____
 Home Address: _____ Apt/Unit #: _____ PO Box #: _____
 City, State, Zip: _____ Primary Phone: _____
 E-mail Address: _____ Alternate Phone: _____
 Home Work Cell
 Home Work Cell

Payment Required At Time Of Registration
does not qualify for financial aid

Student Signature: _____

Date: _____

Payment Information: For payment and cancellation policies, please refer to our website:
<http://www.rctcbwe.com>

Check #: _____ By providing a check payment, you authorize RCTC to use the information from your check to make a one-time electronic funds transfer from your account or to process the payment as a check transaction. We will use your check to make an electronic fund transfer, funds may be withdrawn from your account the same day we receive payment, and you will not receive your check back from your financial institution.

Verification from Employer: Send a letter, email (workforceeducation@rctc.edu), or fax (507-280-3168) to authorize invoicing for the class

Company Billing Attn: _____ PO/Voucher #: _____
 Company Name: _____ Work Phone: _____
 Company Address: _____ City, State, Zip: _____

Please call us with Registration Questions at 507-280-3157 or Fax in your registration to 507-280-3168



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