

OAKLAND COMMUNITY COLLEGE



SOCIAL MEDIA CLASSES

Facebook for the Small or Independent Business Owner

With over a billion users, Facebook has become a necessity for those looking to spread the word about their business. Through these two courses, we'll outline personal profile security, establish a business page, and we'll discuss finding and posting content to connect to your target market.

Registration code: BUSN-1807-T0406 Wednesday, 9/20 – 9/27/17
BUSN-1807-T0407 Wednesday, 11/29 – 12/6/17
6pm-8pm Auburn Hills Campus, M-TEC Bldg. Room 239 \$55.00

Developing Your Online Brand

A brand is anything that separates one thing from another. It could be a logo, a sound, an emotion, or much more. Businesses brand themselves, but the changing culture has made branding just as important on a personal level. In this three-week class, we'll map our way through our online footprint: we'll recognize and discuss different social media platforms, we'll take professional headshots for online brand consistency, and we'll figure out exactly what we want our brand to be, whether it's for a small/independent business or for personal use.

Registration code: BUSN-1859-T0603 Wednesday, 10/4 – 10/18/17
6pm-8pm Auburn Hills Campus, M-TEC Bldg. Room 239 \$69.00

Managing Your Online Brand

You've created the Facebook page, perfected the Pinterest page, and made a few videos for YouTube... now what? In this two week class, we'll discuss managing your online brand, whether it be for a small/independent business or personal use. Topics covered include content creation, dealing with negative reviews, and maintaining your marketing strategy. It's one thing to create a social media profile, now it's time to perfect it. This class CAN be taken in conjunction with Developing Your Online Brand, but the classes are independent of each other in regards to content.

Registration code: BUSN-1860-T0403 Wednesday, 11/1 – 11/8/17
6pm-8pm Auburn Hills Campus, M-TEC Bldg. Room 239 \$55.00



Register online or call
(248) 232-4167

