



Center for Professional Development

Advanced Social Media

Training Professionals to Connect, Listen, and Engage

Led by a seasoned and widely recognized Florida based social media practitioner, this 6-week advanced specialized certificate course uses interactive lab sessions and in-depth case studies to facilitate a comprehensive understanding of the practice of social media. This course will provide intensive training in web 2.0 technology: social networking, folksonomies, digital media and group collaboration tools. Most importantly, the professional will learn how to create strategies, monitor, and measure social media initiatives.

Edison State College has partnered with Michele Lorito-Chase, founder of Ghost Executive Group to bring this quality workshop series to Southwest Florida by practicing real-world professionals, who will share insider tips and proven techniques that produce results. Case studies, guest speakers, discussions, presentations and real-life examples will bring greater understanding and practical application to your social media initiatives

- Dates:** Thursdays, January 14 - February 18, 2010 (Six-Week Course: 40 Hours)
- Time:** 5:00pm to 9:30pm
- Cost:** \$877 includes all course materials including manual and workbook
- Location:** Edison State College, Lee Campus, room to be announced
- Instructor:** Michele Lorito-Chase, founder of Ghost Executive Group

Seats are limited, so register today!

Advance registration and payment is required

For registration form and information, call 239-489-9235, email celee@edison.edu

OR download from www.edison.edu/lee/ce