

# Marketing and Social Media

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For complete details and course offerings, visit the Marketing and Social Media (<http://www.cpcc.edu/cce/job-and-career-enhancement/courses-and-programs/marketing-and-social%20media>) website.

To register, call Customer Service and Registration for Corporate and Continuing Education at 704.330.4223 or online from Register Now (<http://www.cpcc.edu/cce/register-now>) on the Corporate and Continuing Education website.

## Non-inclusive course offerings:

Business and Marketing Writing ([http://schedule.cpcc.edu/myschedule/show\\_sections/3815](http://schedule.cpcc.edu/myschedule/show_sections/3815)) (SBX 8112)  
Essentials of Professional Selling (BUS 7522)

Internet Marketing Fundamentals ([http://schedule.cpcc.edu/myschedule/show\\_sections/11997](http://schedule.cpcc.edu/myschedule/show_sections/11997)) (MMG 7030)

Learn tools and strategies available to market a website and business on the internet. The hands-on class allows students to customize and experience various marketing venues, online tools and supportive software.

Small Business Marketing on a Shoestring ([http://schedule.cpcc.edu/myschedule/show\\_sections/3338](http://schedule.cpcc.edu/myschedule/show_sections/3338)) (SBX 8101)

Learn how to build a step-by-step marketing plan, to attract target audiences, keep repeat buyers and generate valuable referrals.

OMCP® Social and Mobile Marketing Professional ([http://schedule.cpcc.edu/myschedule/show\\_sections/11476](http://schedule.cpcc.edu/myschedule/show_sections/11476)) (ETG 8101)

Retail Customer Service Skills Training ([http://schedule.cpcc.edu/myschedule/show\\_sections/4347](http://schedule.cpcc.edu/myschedule/show_sections/4347)) (GAT 8040 online course)

WordPress Blogging Essentials ([https://schedule.cpcc.edu/myschedule/show\\_sections/11996](https://schedule.cpcc.edu/myschedule/show_sections/11996)) (MMG 7020)

**BUS 7522. Essentials of Professional Selling. 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

In just one day of highly interactive professional sales training, you will develop and refine your selling skills. Over 50,000 sale professionals globally have enhanced their results by attending this powerful program. This is not another generic sales course; the class is a unique fact-based development program that identifies the sales top producers' best practices as revealed by their customers. Most importantly, during the class you will discover how to utilize these proven techniques to sell YOUR products/services to YOUR customers.

**ETG 8100. OMCP Digital Analytics and Conversion Professional (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Discover a comprehensive, cross-discipline approach to collecting and interpreting marketing data, with real-world examples of what works, what doesn't, and how to test your ideas. Develop a conversion optimization framework, as well as create segmented Web data in order to make business decisions based on numbers. This program will further your marketing career as an analytics and conversion focused digital marketer. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Professional (OMCP) exam.

**ETG 8101. OMCP Social and Mobile Marketing Professional (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Learn how to build mobile and social marketing campaigns from start to finish. You'll master the different opportunities available, understand when to use the different channels and know the best way to reach people on the go. By the time you complete this program, you'll be fully prepared to further your career as a social media and mobile marketing focused digital marketer. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Professional (OMCP) exam.

**ETG 8140. OMCP Paid Search Professional (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Gain a comprehensive, cross-discipline approach to designing, building, and maintaining paid digital advertising campaigns. Master the art of conducting campaign audits, as well as developing a conversion optimization framework to turn successful campaigns into happy customers. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Professional (OMCP) exam.

**ETG 8141. OMCA Content Marketing Associate (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Content marketing has taken on a new level of purpose, giving content creators a new voice and opening companies up to new strategies for success. Content marketers who can bring an audience to their company's site and engage web viewers with valuable content prove an asset to any company. Learn to build a foundation of digital marketing knowledge and how to specialize in content and web traffic generation. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Associate (OMCA) exam.

**ETG 8142. OMCA Display Advertising Associate (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

With the ability to track customer tendencies and offer a variety of engaging ad types, display advertising has quickly become an amazing opportunity for online marketers. This program will teach you everything you need to know to specialize in display advertising and start a career in digital marketing. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Associate (OMCA) exam.

**ETG 8143. OMCA SEO Associate (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Search Engine Optimization (SEO) is a controversial topic among marketers, because it has a brief but detailed evolution over the past few years. This course teaches you methods of optimizing a website to reach customers through organic search. Learn how to optimize for your desired keywords and how to build authority for a website. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Associate (OMCA) exam.

**ETG 8164. OMCA Mobile Marketing Associate (Voucher Included). 0.0 Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Learn from industry experts as they share critical skills used within the mobile marketing landscape. Find, engage, and convert customers using mobile devices, and gain a highly coveted skillset within the digital marketing profession. Upon completion of your program, you'll receive an exam voucher to take the Online Marketing Certified Associate exam.

**ETG 8165. OMCA Web Analytics Associate (Voucher Included). 0.0**

**Hours.** Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

Learn multi-channel analytics, as well as how to create effective segmented web data, so you can make business decisions based on numbers. Explore implementation of measurement models, tag management and the power of Key Performance Indicators. Upon completion of your program, you will receive an exam voucher to take the Online Marketing Certified Associate exam.

**GAT 8040. Retail Customer Service Skills Training. 0.0 Hours.**

Class-440.0. Clinical-0.0. Lab-0.0. Work-0.0

This program prepares students with the skills and knowledge needed for successful careers in retail. Prepare for your career in retail, learn about providing excellent customer service, and personal management skills to be effective in the workplace.

**MMG 7020. WordPress Blogging Essentials. 0.0 Hours.** Class-440.0.

Clinical-0.0. Lab-0.0. Work-0.0

Blogging continues to increase in popularity; in both business and personal avenues. Whether you are passionate about a topic and want to share your thoughts or simply want to try your skills at being a writer, this course is for you! You will learn the basics of owning, customizing and maintaining a WordPress blog.

**MMG 7030. Internet Marketing Fundamentals. 0.0 Hours.** Class-440.0.

Clinical-0.0. Lab-0.0. Work-0.0

Learn the tools and strategies available to market your website and your business on the internet! This is a hands-on class where you will customize and experience various marketing venues, online tools, and supportive software. This is a recommended class for business owners, web designers/developers and marketing professionals.

**SBX 8112. Business and Marketing Writing. 0.0 Hours.** Class-440.0.

Clinical-0.0. Lab-0.0. Work-0.0

This fun, introductory course will teach you to write or identify copy that achieves business and marketing goals. Whether you seek to improve your own writing or learn to identify effective copy, this course will help you understand the power of writing - and use it to present a solid, cohesive message to your target audience.

**SBX 8114. Effective Selling. 0.0 Hours.** Class-440.0. Clinical-0.0.

Lab-0.0. Work-0.0

The goal of Effective Selling is not to teach you how to make a sale today, but to help you discover how you can easily convert a potential customer into a long-term asset. This course will help you lay the groundwork for repeat business and your future success. In sales, there are no quick fixes. However, with the knowledge, planning skills, communication techniques, and understanding of human nature that you will gain from this course, your sales will grow as if by magic. Offered in partnership with ed2go.