

BUSINESS & INDUSTRY

BI 748 Value Driver Analysis for Business Owners

1 session; \$75

001, Tue; December 3, 2013

Hours: 7:00-8:30 p.m.

Location: TBA

Job one for almost every owner today is to create more business value, more cash flow. The value of your business will determine not only the quality of your life once you leave your company, but how long you will have to stay in the business before you can leave. The simple, but unpleasant fact is that growing business value takes years of concentrated effort. Working to grow value—well before the time you need it—is what this seminar is all about.

Instructor: Louis Tucci

The Mahwah site specializes in Criminal Justice and is located at the County Law and Public Safety Institute on Campgaw Mountain. The College's degree programs complement Bergen County's training activities, which are also offered at Mahwah. Courses available at Mahwah include Introduction to Criminal Justice, Police Administration, and Juvenile Justice. For more information, please contact David Kramer, Academic Department Chair of the Public Service Department at (201) 493-3503

Certificate in Social Media for Business

Master the fundamentals of adding social media to your business's marketing mix. Using a combination of instruction time and computer lab time, you work with live social networks. Learn how to use social networks, conduct research and communicate with prospects and customers for your business. Upon completion, you will have a thorough background in industry's best practices and practical hands-on experience in setting up the social media presence for your business. Each course builds upon knowledge gained in the other courses of the program, but courses may be taken individually.

Throughout this program we endeavor to demonstrate how to work with social media to benefit your business. If you are not currently involved in social media for a business, either choose a company or create a fictitious one. This will serve as a real-world focus for your social media efforts during the courses. Students must complete all 5 courses to earn the certificate. Classes may also be taken individually on a non-certificate basis.

Total Hours: 54

Total Cost: \$1,130

Location: CLC-215

BI 721 Introduction to Social Media for Business

3 sessions; \$190

001, T/Th; September 10, 12, 17, 2013

Hours: 6:30-9:30 p.m.

Facebook, Twitter, LinkedIn, YouTube, Flickr, MySpace, Blogging, Wiki's and more! It's time for your business to conquer the world of social media. Which social networks are right for your business, which are wrong, and why? Discover how to get started and where to find reliable resources for information and help. Identify how, when and why you should hire someone to help you with your social media efforts and when you should keep it internal. You will examine case studies of social media in many different industries covering both successes and failures. Upon completion of this course, you will recognize the main social networks and how to use them in business, how best to position your business, and what you can expect to achieve with social media.

BI 722 Social Networking Strategy for Business

4 sessions; \$250

001, T/Th; September 19, 24, 26,

October 1, 2013

Hours: 6:30-9:30 p.m.

This course concentrates on the internal issues a company faces when starting in social media. You will learn how to plan a social marketing program for your business. Topics to be explored include: drafting your organization's social media policy; implementing social media's best practices; adding social marketing to your existing marketing strategy; and tactics for connecting with and using influencers in social media to help spread your message. Examine case studies of social media campaigns using *Facebook, Twitter, YouTube* and other social services and determine what works and doesn't work and how to apply it to your business. Upon completion of this course, you will have a social media policy document and a social media marketing plan for your business.

BI 723 Implementing Social Media in Business

6 sessions; \$370

001, T/Th; October 3-October 22, 2013

Hours: 6:30-9:30 p.m.

Roll up your sleeves and get down to work. You will build social media profiles on major social networks like Facebook, Twitter, LinkedIn, and YouTube. You will measure and monitor your social media activity, your progress and effectiveness, and compare yourself to your competition. Learn to calculate your Return On

Investment (ROI) in social media, plan social marketing campaigns & programs, and practice using social customer relationship management (CRM) principals. You will learn to navigate the tricky privacy issues successfully and how to avoid the creepiness factor. A major portion of this class will be lab work on computers and live social networks. Upon completion of this course, you will be able to create social media profiles on Facebook, Twitter, LinkedIn, and YouTube.

BI 724 Social Networks & Blogging for Business

3 sessions; \$190

001, T/Th; October 24, 29, 31, 2013

Hours: 6:30-9:30 p.m.

Will blogging help your business to succeed in social media? Learn how to select a blogging platform and technology. You will examine many popular blog add-on's to customize your blog for your needs. You will study how to cope with comments, both positive and negative, and which comments you should delete, if any. Identify the most effective blogging techniques for business, and discover where to find story ideas and how to turn them into brilliant blog posts. Upon completion of this course, you will understand best practices for producing a successful business blog and have hands on experience in creating one.

BI 725 Location-based Services & Mobile for Business

2 sessions; \$130

001, T/Th; November 5, 7, 2013

Hours: 6:30-9:30 p.m.

How can mobile phones and location based services help promote your business? Location Based Services (LBS) are the next hot area for growth in advertising. Review current LBS offerings their capabilities and limitations. Examine how to add mobile marketing and LBS to your existing marketing plan. You will learn current industry best practices for Location Based Marketing. You will examine case studies of large and small businesses using LBS to effectively increase sales and awareness. Review issues of privacy, stalking, and the creepiness factor as it applies to LBS and your business. Upon completion of this course, you will understand the capabilities of LBS and how to integrate them into your marketing plans to promote your business. Students are strongly encouraged to bring a smart phone (iPhone, Android or other) to class for hands-on demonstrations, as many services require smart phones to work.

✓NEW

Certificate in Social Media for Business (Online)

✓NEW

OL 370 Introduction to Social Media for Business

\$199

001, September 3–22, 2013

Facebook, Twitter, LinkedIn, YouTube, Flickr, MySpace, Blogging, Wiki's and more! It's time for your business to conquer the world of social media. Which social networks are right for your business, which are wrong, and why? Discover how to get started and where to find reliable resources for information and help. Identify how, when and why you should hire someone to help you with your social media efforts and when you should keep it internal. You will examine case studies of social media in many different industries covering both successes and failures. Upon completion of this course, you will recognize the main social networks and how to use them in business, how best to position your business, and what you can expect to achieve with social media.

Instructor: Annette D. Rakowski

✓NEW

OL 371 Social Networking Strategy for Business

\$299

001, September 23–October 20, 2013

This course concentrates on the internal issues a company faces when starting in social media. You will learn how to plan a social marketing program for your business. Topics to be explored include: drafting your organization's social media policy; implementing social media's best practices; adding social marketing to your existing marketing strategy; and tactics for connecting with and using influencers in social media to help spread your message. Examine case studies of social media campaigns using *Facebook, Twitter, YouTube* and other social services and determine what works and doesn't work and how to apply it to your business. Upon completion of this course, you will have a social media policy document and a social media marketing plan for your business.

Instructor: Annette D. Rakowski