

**Collin College - Continuing Education
COURSE SYLLABUS**

COURSE INFORMATION

Course Number: WEBT 7155

Course Title: LinkedIn Strategies for Businesses

Course Description: In this course, students will learn how to use LinkedIn, so they can customize their personal strategies and develop business marketing strategies based on the individual marketing goals.

Suggested Course Prerequisite(s): The candidate should have a personal profile set up on LinkedIn before the first session. The candidate must also have a basic understanding of the LinkedIn platform or have finished Social Media Marketing Technologies –Basics.

Course Resources: Textbook(s): N/A

Student Learning Outcomes:

This course is intended for sales and marketing professionals, entrepreneurs, and business professionals who want to learn LinkedIn marketing skills for businesses and personally. Candidates will learn how to drive traffic, generate leads, gain valuable insights about their customers, create a positive brand awareness, research decision makers and increase online expertise branding.

We will recommend that students practice all step by step instructions within class sessions. Students should be prepared to practice new tools and strategies within class time

Certification Notes: This course satisfies one elective towards the Social Media Manager Certificate Series and Social Media Manager Advanced Certificate Series

Next course recommendation: Internet Marketing Using Targeted Content

Lesson Plan – by week or session:

- LinkedIn settings
- Communication opportunities
- Professional personal profiles
- Media – video, PPT, PDF, and more
- Recommendations & endorsements
- Group changes and updates
- Company profiles
- Increasing connections and company followers
- Lead generation
- Articles value and ongoing content creation
- Display Advertising – Improve brand reach and engagement
- Measure performance and analyze statistics
- LinkedIn mobile apps and their benefits

Course Sessions: Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance.

Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

Refund Policy: Please refer to www.collin.edu/ce/infoRegistrar.html for our refund policy. No refunds after the start time of the first class.

Americans with Disabilities Act:

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.