

**Collin College - Continuing Education  
COURSE SYLLABUS**

<b>COURSE INFORMATION</b>
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**Course Number:** WRKS 7270

**Course Title:** LinkedIn Advanced

**Course Description:** Explore social networking website, LinkedIn and LinkedIn tools: Groups, Influencers, Recommendations, and Career Builder.

**Suggested Course Prerequisite(s):** LinkedIn Basic.

**Course Resources:** Textbook(s):  
Handouts provided by Instructor

**Student Learning Outcomes:**

Build a professional profile on LinkedIn  
Search LinkedIn for Contacts, Employers, Companies, and Jobs  
Communicate with professional contacts using LinkedIn  
Highlight professional achievements and skills using LinkedIn  
Understanding the Advertising platform.

**Certification Notes:** N/A

**Next course recommendation:** Afternoon: Microsoft Applications. Introduction to Social Networking Websites.

**Lesson Plan – by week or session:**

LinkedIn Profile “Top Box”  
Requesting and Providing Recommendations  
LinkedIn Contact Map  
Follow Companies and Influencers  
LinkedIn Job Searches and How to save Job Searches  
Company Pages  
Understanding Analytics  
Advertising Options & Targeting

**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](http://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.