



# RUTGERS

Rutgers Business School  
Executive Education

## Mini-MBA: Social Media Marketing



Social media has become fully integrated into the way we communicate on a daily basis, professionally as well as personally. Facebook, LinkedIn, Twitter, Instagram and other platforms are immediate and powerful ways to reach customers, and for them to communicate back. But to fully leverage the power of social media requires the ability to navigate among the wide range of platforms, and determine which are relevant to your organization.

Our *Mini-MBA in Social Media Marketing* will empower you to approach this ever-expanding suite of platforms strategically, not just tactically. This program is designed to position you as a leader—navigating the landscape of social media tools, but also understanding other important inputs (such as influencer engagement, social listening and content development) to gain a more holistic understanding of this space. Your ability to synthesize your social media marketing initiatives with your broader marketing goals will improve how you direct your team's decision making, and collaborate with others across your organization.

### PROGRAM BENEFITS

- Learn to strategize, not just manage tasks. Better assess your needs and align the right channels with your business goals
- A curriculum focused on maximizing social media for real-world business purposes, taught by experienced industry leaders that will permanently broaden your network
- Learn in a rigorous university environment and earn a program certificate as well as academic credits that can be applied toward future education goals

### PROGRAM OUTCOMES

- Approach social media as a strategist. Identify the individual assets of each tool and integrate them with other digital marketing efforts.
- Become a more effective partner to colleagues who leverage social media marketing by identifying measurable goals. Better track company-wide activities as a cohesive organizational effort.
- Make more informed planning and budget decisions based on quantifiable data. Articulate social media marketing goals to decision makers in terms of bottom-line impact

**CONTACT US**

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