



# tools for tomorrow today

2018

## 6 Easy Ways to Register

**ONLINE**

ce.unm.edu

**EMAIL**

ceregistration@unm.edu

**PHONE**

505-277-0077 Option 1

M-F, 8:00am-5:00pm

Most credit cards accepted.

**MAIL**

UNM Continuing Education  
Attn: Registration  
MSC07 4030  
1 University of New Mexico  
Albuquerque, NM 87131-0001

**FAX**

505-277-1990

Fax/Mail instructions:  
see website.

**IN PERSON**

M-F, 8:00am-5:00pm

UNM Continuing Education  
1634 University Blvd. NE  
South Building, Room 101  
(just north of Indian School)

## Social Media

Expand your world by exchanging information and ideas in virtual communities and networks. Learn about social media, how to use it and its impact on marketing, public relations and communications.

This program is designed to prepare students for an internship, entry-level employment or business.

### Social Media Certificate

6 courses required to earn this certificate

#### Prerequisite (choose 1 as needed)

	Hours	Cost
___ 51101 Windows: Beginning	9 hrs	\$249
___ 54101 Mac OS X: Beginning	9 hrs	\$249
___ Or basic computer experience		

#### Required Courses (6)

	Hours	Cost
___ 55605 Social Media: Facebook, Twitter and LinkedIn	3 hrs	\$95
___ 55625 Legal Issues in Visual Arts	7 hrs	\$195
___ 55631 Marketing with Social Media I	7 hrs	\$195
Choose three:		
___ 55604 Writing and Editing for Print and Web	7 hrs	\$195
___ 55615 Web Analytics with Google	5 hrs	\$125
___ 55620 Search Engine Optimization	5 hrs	\$125
___ 55632 Marketing with Social Media II	7 hrs	\$195
___ 55633 Social Media: Marketing Trends	5 hrs	\$125
___ 55641 Email Newsletters: 21st Century Internet Marketing	5 hrs	\$125
___ 55643 Creating Compelling Online Promotional Videos	5 hrs	\$125

**Total** **32-36 hrs** **\$860-1000**



## CONTINUING EDUCATION

ce.unm.edu

#### FOR MORE INFORMATION:

Contact Marth Becktell, Program Supervisor at [digitalarts@unm.edu](mailto:digitalarts@unm.edu) or 505-277-6037.

For course descriptions and more detailed course information please visit our website at [ce.unm.edu](http://ce.unm.edu)