



Odysia Learning is an online learning platform that offers customized virtual consulting and online courses designed by experts from top-tier U.S. Institutions. A transformational new platform in online learning services, Odysia Learning is dedicated to improving the quality of education and learning tools available in global emerging markets. We hope to raise information and education standards worldwide and encourage an improved, more informed, and more productive quality of life for everyone, everywhere.

Social Media Marketing Certificate

Get certified in just 8 weeks - 100% online!

Odysia Learning's Social Media Marketing Certificate provides practical tools and strategies to successfully leverage online social networks and make the most of their powerful word-of-mouth capabilities.

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Learn about the latest & greatest social media tools and strategies from Odysia Learning's Knowledge Expert in just 8 weeks. Learn how to be safe, responsible, and savvy as you navigate today's fast-paced **digital world**. Learn how to create and manage your brand. Use tools to establish your position of expertise in a given field.



Students Will Explore:



- The latest & greatest social media tools
- Functions of social media in society, business, and politics
- Defining goals for business
- How to use social media platforms (Facebook, Twitter, LinkedIn, etc.)
- Blogging
- Social media marketing tactics
- Social media marketing strategies
- Basic analytics
- Case Studies

Course Requirements:



Computer, mic, email, and internet access

About the Instructor:

Sadaf Ahmed is a media management and marketing professional based in the San Francisco Bay Area. Her areas of expertise include communication, creative development and management, and social media marketing. Sadaf received her B.A in International Relations and Media Studies from Claremont Mckenna College; since then she has consulted for companies, NGOs, and educational institutions on an international scale.

Learn more: www.odysialearning.com
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