

EVALUATIONS: Learners must achieve a test score of at least 70% to meet the minimum successful completion requirement and qualify to receive IACET CEUs.

The following list outlines the PDUs you will earn for completing this course, based on the certification you have.

Designation	Technical	Leadership	Strategic/Business	TOTAL
PMP®/PgMP®	1.75	0	1.75	3.5
PMI-RMP®	0	0	1.75	1.75
PMI-SP®	0	0	1.75	1.75
PMI-ACP®	0	0	1.75	1.75
PfMP®	1.75	0	1.75	3.5
PMI-PBA®	1.75	0	1.75	3.5

STUDENT RESPONSIBILITIES: Completion of any practice lessons, quizzes, assignments, or tests.

COURSE SCHEDULE/TENTATIVE TIMELINE:

Dates vary (refer to website for current availability).

LEARNING OUTCOMES:

Upon successful completion of this course, learners will be able to:

- Define social media, name several platforms, and explain the benefits and drawbacks of using each platform.
- Create a content marketing plan that addresses audience, tone, relevance, frequency, and quality of content.
- List the spheres of reputation according to the Harris Poll and explain how social media can be used to manage each sphere of an organization's reputation.
- Describe why and how a company should monitor social media.
- Explain various strategies for engaging with audiences via social media, and the aims of each form of engagement.
- Set social media marketing objectives that correlate to specific sales and growth goals.
- Describe how to integrate social media with mobile, email, and a hub website, and describe the advantages of doing so.
- Demonstrate the difference between organic and paid reach, and list the factors that influence reach on various social media platforms.

- Explain how to reach influencers and name at least two relevant influencers in the learner's industry.
- Quantify the time and human capital that will be devoted to the learner's social media marketing campaign based on his or her organization's size.