

USING SOCIAL MEDIA TO BUILD BUSINESS

ONLINE CONTINUING EDUCATION COURSE FROM **THE UNIVERSITY OF GEORGIA**

How to Contact Us:

Phone: +1-706-542-3537 or
800-811-6640 (toll free in the USA)

Email: questions@georgiacenter.uga.edu

Course Authors & Contributors



Dr. Karen King, Professor, Advertising;
Jim Kennedy New Media Professor

Dr. King teaches advertising media planning, advertising campaigns and advertising research. Her research interests include advertising industry issues and health communication.



Dr. Kaye D. Sweetser, Social Media Expert, San Diego State University

Formerly a professor at UGA, Dr. Sweetser's research focuses on social media in public relations.



Dr. Joe Phua, Assistant Professor, Advertising

Dr. Phua teaches digital advertising, advertising and communication management, and advertising and society. His research examines the impact of new communication technologies, including social media, on advertising, public health campaigns and sports communication.



Dr. Karen Russell, Associate Professor, Public Relations; *Jim Kennedy New Media Professor*

Dr. Russell teaches public relations and media history. She is also the editor of the Journal of Public Relations Research.



Dr. Jay Hamilton, Associate Professor, Advertising

Dr. Hamilton teaches cultural, critical, and historical approaches to media and communications technologies; and advertising, graphic communication, and creative development. His research addresses alternative media and democratic communication.

Founding Organizations:



Supported By:



This course was created and administered by the Department of Web Instructional Development, and the Department of Special Projects and Curriculum Development, respectively, at the University of Georgia Center for Continuing Education Conference Center & Hotel.

Your Online Coach-Mentor



Mallory Perkins

Though this online course is self-paced, self-study, the University of Georgia retained an industry practitioner to assist you when you have questions about the course curriculum and materials. Mallory is not “teaching the course” modules, but she is available to answer your questions and she will be assessing the two assignments in Module 4 (“Blogging and Twitter Assignments”).

Mallory Perkins is Senior Manager of Digital Strategy in the Corporate Affairs Department at Walmart. Her role is dedicated to sharing the Walmart story online specifically through social media strategy, engagement, analytics and constant development of their channels. Prior to joining Walmart, Mallory was a Digital Specialist at the Coca-Cola Company; prior to Coke, she also held digital roles at the Georgia Aquarium and a social media agency called Concept Hub, Inc.

A graduate of the University of Georgia’s Grady College of Journalism and Mass Communication, Mallory holds a Bachelor of Arts in Public Relations, a minor in Spanish and also earned a certificate from their New Media Institute.

To communicate with Mallory you will use the e-mail tool that is built into the online course rather than your usual e-mail program.

For information about reproducing material from this course, please contact [Pam Bracken](#) at the Georgia Center.

Enroll Anytime. Register Now!

For more information about *Using Social Media to Build Business*, contact us at questions@georgiacenter.uga.edu or by telephone at +1-706-583-0424.