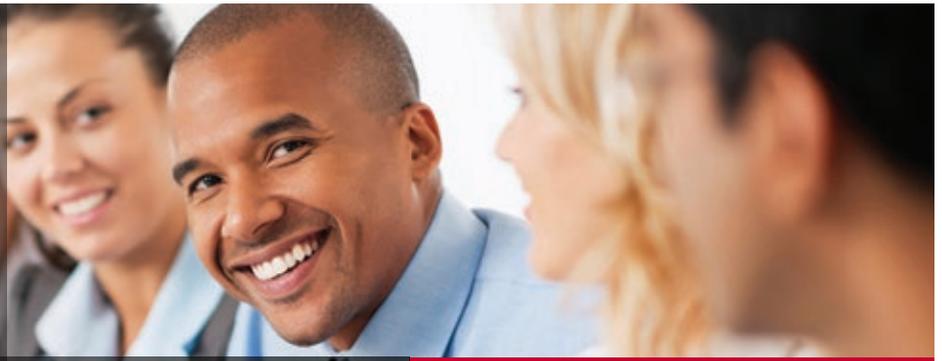


# USING SOCIAL MEDIA TO BUILD BUSINESS



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](mailto:questions@georgiacenter.uga.edu)

## Frequently Asked Questions

- For whom is the course designed?
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- Can I enroll/purchase the modules separately?
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- What is the cancellation/refund policy for individual enrollments?
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### For whom is the course designed?

*Using Social Media to Build Business* is designed primarily for college-educated, professionals who want to build their resumes to get jobs and to expand their professional skills. They want the knowledge and skills to get ahead, and they value a certificate from a university program. They can be communication students, graduates, or professionals or in other disciplines (e.g., psychology, business) who, again, want to gain marketable social media skills.

The secondary target audience includes small business professionals who are looking to successfully market their businesses (such as veterinarians, small law practices or chiropractors).

Other groups who will benefit from the 44-hour course are mid-level managers in larger companies and corporations who want to build their knowledge of social media in marketing communications in order to make more informed and better strategic decisions about their use on behalf of the organization, and anyone who seeks in-depth, practical knowledge about using social media for marketing communications.

### Are there any prerequisites for enrolling in *Using Social Media to Build Business*?

No. There are no prerequisites for enrolling in *Using Social Media to Build Business*.

## Founding Organizations:

**Grady College**  
THE UNIVERSITY OF GEORGIA



The University of Georgia  
Center for Continuing Education

## Supported By:

**PRSA** Public Relations Society of America

## **Can my company enroll multiple employees? Do you offer group discounts?**

Yes! Your organization can enroll multiple employees. However, at this time no group discounts are offered.

## **Why should I complete *Using Social Media to Build Business*?**

To help you get ahead by learning the skills and knowledge needed to effectively build stronger businesses with social media.

## **What do I receive when I complete *Using Social Media to Build Business*?**

Successful graduates of *Using Social Media to Build Business* will receive 4.4 continuing education units (CEUs) from the University of Georgia. You will also earn a *Certificate of Program Completion* awarded by the Grady College and the Center for Continuing Education.

## **How long does it take to complete *Using Social Media to Build Business*?**

Three months is allowed from the time that you register for the course. A one-month extension can be granted for a nominal fee (\$50 US). You can make your one-month extension request and payment [here](#). Please note that you will be required to register again, and then on the second page you can choose the 30-day extension option. Upon receipt of your extension request payment, 30 days will be added to your original course expiration date.

## **How much time will I need to devote to study?**

Former students have reported spending nearly 11 study hours per module.

## **Can I move about the course and study the modules in any order or must I follow the modules in numerical order?**

You must begin with module 1 and progress through each module as presented. Your successful completion of the quiz at the conclusion of each module will allow you to progress (and access the online assessment tools) to the next module's quiz.

## **Can I enroll/purchase the modules separately?**

The course must be taken in its entirety. The modules are not sold separately.

## **Do I have to purchase the textbooks?**

Yes. The four required textbooks are:

- Barger, Christopher. *The Social Media Strategist*. McGraw-Hill, 2012.
- Blanchard, Olivier. *In Social Media ROI; Managing and Measuring Social Media Efforts in Your Organization*. Boston: Pearson Education, 2011.
- Scott, David Meerman. *The New Rules of Marketing and PR*, 4th edition. Hoboken: John Wiley, 2013.
- Solis, Brian. *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web*. Hoboken: John Wiley, 2011.

*Textbooks editions are subject to change when new editions are released by the publisher.*

Textbooks must be ordered separately from your course enrollment. The textbooks will be shipped independently of your online course access details so you should allow extra time for their delivery. You may order these textbooks from any textbook vendor/supplier or you can order from [MBS Direct](#) at +1-573-446-5299 or +1-573 446-5254 or 1-800-325-3252 (U.S. only).

If ordering online from our suggested vendor, [MBS Direct](#), select the following buttons/links from the MBS Direct Web site:

- "Order My Books"
- "Social Media" then click on button labeled "Submit Course ID Selection"

### **Can I transfer my course registration to another person?**

During the first 10 days of your course, if you have not completed any course work, you may opt for a one-time transfer of your enrollment to another student for a fee of \$75. The new student (i.e., substitute) would have three months from the transfer date to complete the course. Written requests should be sent to PPD at [student@georgiacenter.uga.edu](mailto:student@georgiacenter.uga.edu).

### **What is the cancellation/refund policy for individual enrollments?**

The Georgia Center will gladly issue full refunds for cancellations received in writing prior to the release of course access information. You may cancel your enrollment at any time during the course and receive a refund less a \$150 administrative fee, provided that you have not accessed the online course material at all. During the first 10 days of your course, if you have not completed any course work, you may opt for a one-time transfer of your enrollment to another student for a fee of \$75; the new student (i.e., substitute) would have three months from the transfer date to complete the course. Written requests should be sent to PPD at [student@georgiacenter.uga.edu](mailto:student@georgiacenter.uga.edu).

### **What is the preferred browser to be used for the optimal online course experience?**

A modern browser adhering to web standards is recommended for optimal viewing. If possible, please use a robust browser such as Chrome, Firefox, or Safari. Throughout the online course you will encounter many images, maps, links to external websites, animated exercises, and audio/video clips. To take full advantage of all these features, you will need a Windows- or Macintosh-based computer with a browser and a Flash player. A fast Internet connection is highly recommended.

### **Enroll Anytime. Register Now!**

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