

Social Media Marketing

Strengthen your Business English

Do you have a Facebook and/or Twitter account? Why not learn how your favorite Social Media platforms can help you in Business! This short course will develop business English terminology and target marketing skills used through social media. Each week we will focus on one of four systems: Facebook, Snapchat, Twitter, and Instagram. Learn about why and how more and more businesses are using social media as a way to connect with their customers and expand their audiences and market share.

In each session, we will review relevant vocabulary, learn about the platform, do some hands-on research, create strategies, and finish off with a recap of the content learned. This is a very interactive course, so be ready to work in partners, groups, and have fun! Smart phones and tablets are welcome in class.

- Lecturer:** Leila Thursfield
- Schedule:** Four Monday sessions of 90 minutes each (8 x 45 minutes)
- Dates:** 23 January, 30 January, 6 February, 13 February 2017
- Time:** 17:30 – 19:00
- Room:** C1.22 (first floor of the 'C-Building')
- Registration:** By email to Stephanie Ashford at ashford@dhbw-vs.de, stating your name and department/faculty (Studiengang/Fakultät) by **Thursday, 18th January 2017**

Note: The maximum number of students for this course is **20**.