WEB
Web Marketing Certificate

Awarded by Middlesex County College
Essential Web Tools for Marketers, Business Owners and Other Professionals

Why Should You Attend?

The digital explosion has created tremendous opportunity. Being left out of the conversation or not knowing that it exists can damage a business or brand. Learn the methods and techniques that allow you to drive the messages to the feet of those who are not simply "kicking the tires." You don't have to be a web designer or work in IT or marketing to benefit from this series because it is no longer sufficient to be computer savvy. Now, digital fluency is the essential tool.

Who Should Attend?

Marketing professionals, graphic designers, business owners, supervisors and managers in any industry or institution will find applications for digital marketing in their work.

PAYMENT OPTIONS

Discount: *Total Certificate Cost $199 (Save $101)*
Savings are available to students who enroll, with payment, for all four courses.

Individual Pricing:
Four required courses – $300 if paid separately ($75 per course).

Digital Marketing Strategies and Channels of Communication

CEU 0.3

Digital marketing has transformed the way we do business and the ways in which we communicate with our customers. The explosion of digital tools and digitally savvy audiences make it imperative that we understand the new marketing paradigm. Not every social media site is right for you or your business. Join us for this overview, exploring the variety of multi-channel digital platforms that engage a variety of target markets through social media, apps, mobile marketing, Pinterest and YouTube.
Tuition $50 + general fee $15 + laboratory fee $10. Total $75.
Prerequisites: *None*
CODM 001-09 *Monday, 6:30-9:30 p.m., September 28*

Social Analytics

CEU 0.3

Analytics is the collection, measurement, analysis and reporting of data to understand and optimize online sales. Analytics is more than data mining or a customer tracking system. Rather, it provides a road map to improve your online presence. Many analytic tools are free and have quality capabilities. Join us and learn how to harness the data at your fingertips into a cogent dialogue between you and your customers.
Tuition $50 + general fee $15 + laboratory fee $10. Total $75.
Prerequisites: *None*
CODM 002-09 *Wednesday, 6:30-9:30 p.m., September 30*

Search Engine Optimization (SEO)

CEU 0.3

Ever wonder how to get better positioning in an organic or unpaid web search? A properly designed website using standard SEO methods and tools will assist in promoting your site. Join us and learn how to maximize your online footprint with best practices for search engine optimization.
Tuition $50 + general fee $15 + laboratory fee $10. Total $75.
Prerequisites: *None*
CODM 003-09 *Monday, 6:30-9:30 p.m., October 5*

Writing for the Web

CEU 0.3

Writing for the web is not the same as writing for print. The content should be rich with key words that match the types of online searches conducted by your target market. The average online reader reviews approximately 20 percent of a webpage within a 4-7 second time span, so you do not have very much time to grab your readers' attention and convert them into your customer.
Tuition $50 + general fee $15 + laboratory fee $10. Total $75.
Prerequisites: *None*
CODM 004-09 *Wednesday, 6:30-9:30 p.m., October 7*

WEB DESIGN AND PRODUCTION

Web Design with Dreamweaver CS5: I
CEU 1.5
Discover how to design, develop, and maintain web sites and applications comfortably with Dreamweaver. Learn how to define a web site, format text, apply images, create and format links, and publish a Web site.
Textbook required, *available at College Bookstore.*
Instructor: E. Silverstein, Tuition $100 + general fee $53 + laboratory fee $146. Total $299.
WEBD 022-33 *Tuesdays & Thursdays, 6:30-9:30 p.m., September 15-October 1 (no class September 22) (5 sessions)*

Web Design with Dreamweaver CS5: II
CEU 1.5
Discover the power of Dreamweaver to portray complicated ideas in attractive formats. Topics include using color, cascading style sheets (CSS), behaviors, SEO methods, spacer GIFs and templates.
Textbook required, *available at College Bookstore.*
Prerequisite: *Successful completion of Dreamweaver CS5: I or equivalent knowledge.*
Instructor: E. Silverstein, Tuition $100 + general fee $53 + laboratory fee $146. Total $299.
WEBD 023-32 *Tuesdays & Thursdays, 6:30-9:30 p.m., October 6-20 (5 sessions)*

Web Design with Dreamweaver CS5: III
CEU 1.5
Take advantage of this world-class web design tool and learn how to manage site assets. Plug in interactive forms and create dynamic web pages. Learn cascading style sheets in greater detail. Topics include registering a domain, setting up hosting and deployment.
Textbook required, *available at College Bookstore.*
Prerequisite: *Successful completion of Dreamweaver CS5: II or equivalent knowledge*
Instructor: E. Silverstein, Tuition $100 + general fee $53 + laboratory fee $146. Total $299.
WEBD 024-32 *Thursdays & Tuesdays, 6:30-9:30 p.m., October 22-November 5 (5 sessions)*

PHP PROGRAMMING AND DATABASE
Certificate

Who Should Attend?
If you are a current web developer or you are interested in enhancing your web-related programming skills, you are invited to participate in this unique certificate program. Upon completion of the three required courses, you will have marketable skills to design and build dynamic and customizable web services through effective integration of Structure Query Language (SQL) database functionalities and PHP programming capabilities.

Requirements:
To qualify for the PHP Programming and Database Certificate, you must complete the three required courses: Database Concepts and Development, PHP Programming and PHP and SQL Database.

Total Program Cost: $499 (Save $84)
Savings are available to students who enroll, with payment, for the complete certificate program.

Individual Pricing:
3 required courses: $583 if paid separately

Instructor: G. Zahid

HTML and CSS
NOTE: This course is HIGHLY RECOMMENDED. It is not part of the certificate program.
CEU 1.2
Learn how to create websites by structuring and styling your pages with HTML and CSS. Topics include HTML and CSS structure, table, div and ID, element and alignment positioning using CSS, Html and CSS tags description and use and creating a sample website.
NOTE: *This class is not included in the cost of the certificate.*
Tuition $88 + general fee $13 + laboratory fee $132. Total $233
WEBD 036-03 *Mondays & Wednesdays, 6:30-9:30 p.m., October 19, 21, 26, 28*

Database Concepts and Development

CEU 0.9

Learn how to design and manage a relational database using the MySQL relational database system. You will receive hands-on instruction to design and build databases that includes how to create table structures, apply data types, and manage information through insert, update, deletion of records, and much more. The focus is specifically on designing business related information services.

Required: *Bring flash drive to class.* **Textbook required***, available at College Bookstore.*
Prerequisite: *HTML and CSS class or equivalent knowledge*
Tuition $65 + general fee $7 + laboratory fee $103, Total $175
WEBP 004-33 *Mondays & Wednesday, 6:30-9:30 p.m., November 2, 4, 9*

PHP Programming

CEU 0.9

PHP: Hypertext Processor has emerged as a popular server-side programming language used by many businesses to enhance their web sites through unique functionalities that enhance a user's experience. Learn the basics of PHP syntax and integration of HTML coding to create dynamic web pages by applying variables, expressions, functions, methods, and cookies to make a web site more than just text and graphics.

Required: *Bring flash drive to class.*
Textbook required*, available at College Bookstore.*
Prerequisite: *Experience working with HTML programming and related web authoring software.*
Tuition $65 + general fee $7 + laboratory fee $103, Total $175
WEBP 005-33 *Mondays & Wednesday, 6:30-9:30 p.m., November 16, 18, 23*

PHP and SQL Database

CEU 1.2

This course brings together the power of PHP and integration with MySQL database to create a dynamic web service. You will gain hands-on experience building PHP web pages that take advantage of database-driven information delivery and customizable content.

Required: *Bring flash drive to class.*
Textbook required*, available at College Bookstore.*
Prerequisites: *Experience working with HTML programming and related web authoring software, Database + Concepts & Development and PHP Programming.*
Tuition $88 + general fee $13 + laboratory fee $132, Total $233
WEBP 006-33 *Mondays & Wednesdays, 6:30-9:30 p.m., November 30, December 2, 7, 9*

SOCIAL AND VISUAL MEDIA IN THE DIGITAL AGE
What can it do for you?

Social Media and You

CEU 0.3

What is social media and why should you be on Facebook, Twitter, Linked In, Google plus, Pinterest or Instagram? Join us and get introduced to today's most popular social media platforms through demonstration, lecture and discussion, and learn new ways that will help you personally and professionally.

Instructor: E. Silverstein, Tuition $35 + general fee $15. Total $50.
COSM 001-09 *Monday, 6:30-9:30 p.m., November 16*

Social Media and Your Business

CEU 0.3

There are many marketing and branding opportunities through social media and this course will show you how to take advantage of them. You will learn how each platform will help you reach a different target audience, how to post, engage and monitor, and how to build relationships that will increase your business.

Instructor: E. Silverstein, Tuition $35 + general fee $15. Total $50.
COSM 002-09 *Wednesday, 6:30-9:30 p.m., November 18*

Twitter for Business

CEU 0.3

Social media skills are in demand and learning them can help improve your chance of getting a good job in today's tight job market and help your business to progress. Using Twitter effectively involves much more than having an account. Join us and learn how to build your client and prospect list, stay engaged with your public and best practices in the field.
Instructor: E. Silverstein, Tuition $35 + general fee $15. Total $50.
COSM 006-07 *Monday 6:30-9:30 p.m., November 23*

Facebook for Professionals

CEU 0.3

Over half the users on the internet have a Facebook account and a quarter of daily internet users are on it each day. Whether you have an active account, you set up an account and haven't had a chance to use it, or are thinking of trying it out, this hands-on course will work for you. Join us as we go live on Facebook and learn to share status updates that create engagement. In addition, learn to post photos, share articles, set your privacy settings, send messages, post on walls, "like" business pages, set up groups and lists, and much, much more. Bring your questions.
Instructor: E. Silverstein, Tuition $35 + general fee $15. Total $50.
COSM 003-09 *Monday 6:30-9:30 p.m., November 30*

YouTube and Other Digital Media

CEU 0.3

YouTube is one of the hottest online marketing tools and it's free (after you produce the video). You can embed a video on your website, use it on eBay to sell your product or sell your product directly. If you currently have or are planning to have an online presence, you should be utilizing YouTube to drive customers to your site. With over 200 million viewers each day, it's an opportunity not to be missed! You Tube is great, but there are other digital platforms you should explore. Join us to learn about the ones that offer something different and are HOT!
Instructor: E. Silverstein, Tuition $35 + general fee $15. Total $50.
COSM 008-07 *Wednesday, 6:30-9:30 p.m., December 2*

Blogging for Business

CEU 0.3

Blogging is an easy and inexpensive way to share information with your clients, employees and partners. It is a low-cost alternative to having a web presence. For small business owners without the time to learn web html or the money to hire a designer/developer, blogging offers an inexpensive method to get your company's name out on the Internet.
Instructor: E. Silverstein, Tuition $35 + general fee $15. Total $50.
COSM 009-06 *Monday, 6:30-9:30 p.m., December 7*

Social Media and Mobile Marketing Professional with OMCP® Prep
ONLINE

Gain a comprehensive overview of online marketing and develop a solid understanding of how each discipline works and how they work together. This is followed by comprehensive Social Media Marketing, Mobile Marketing, and Content Marketing training. Learn about the latest trends in YouTube and Video Marketing, and specialized training in Social Media Advertising in which you'll learn how to turn Facebook, Twitter, Pinterest, and other forms of social media into massive lead generations and customer communication platforms.
Cost: *$1795.* **Directions:** *Go to* **http://careertraining.ed2go.com/mcc** *Find this course (GES114) or another that is right for you via Search Our Programs and follow directions*
NOTE: *Registration for all ed2go Career Training Program courses must go through* **http://careertraining.ed2go.com/mcc***.*