

STAY ON TOP OF SOCIAL MEDIA

GAIN WEB PRESENCE WITH GEORGE BROWN

George Brown's new Social Media Certificate program is focused on practical, hands-on training that gets you up and running with your own Internet presence. The courses deal with hot topics such as Twitter and Facebook marketing, WordPress blogging and social media for social change.

Instructor Amanda Grainger-Munday takes you through the steps to build your own application.

"I teach Facebook marketing, which is focused seven weeks entirely on building a Facebook page for business. In Week 3 we look at applications, so I certainly cover things like if you're going to write your own Facebook application and you wanted to look at the IOS platform or you wanted to look at HTML elements."

You can learn how to design and implement successful social media campaigns and develop your skills through project work involving key dig-

NEW COURSES

Just three of the exciting new courses in the Social Media Certificate program are:

Social Media Marketing: History and concepts of social media and principles behind online communication.

Facebook Marketing: Develop and maintain a Facebook presence for your brand/organization.

WordPress for Blogging and Web Design: Create, publish, manage and maintain blogs and websites using WordPress.

ital platforms such as Facebook, Twitter and YouTube.

The program gives you a real-world sense of online marketing.

"We look at things like the Farmville application and some of the other very



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successful games on Facebook," says Grainger-Munday.

"We also look at custom tabs, so if you look at any major brand page, like Coca-Cola, we like to look at lots of different brand pages and see how they customize their worlds using applications."

Current research, best practices and hands-on coursework provide the foundation for dynamic learning and the knowledge you need to stay on top of

this important, emerging field.

According to Grainger-Munday, the program will appeal to two types of people.

"There are those who are looking to add social media elements to their work, either they're a small business owner or they're working for an organization that wants to increase social media elements. And then there are those who aren't necessarily sure about the world of social media yet and want to learn more."

TURN YOUR SIDE PASSION INTO A LIVELIHOOD

Ready to take the next step with your craft hobby? You can acquire the knowledge and skills needed to transform your creative ideas into a functional business with George Brown's new Business of Craft course.

The course is taught by jewelry designer Jennifer Ger, co-founder of

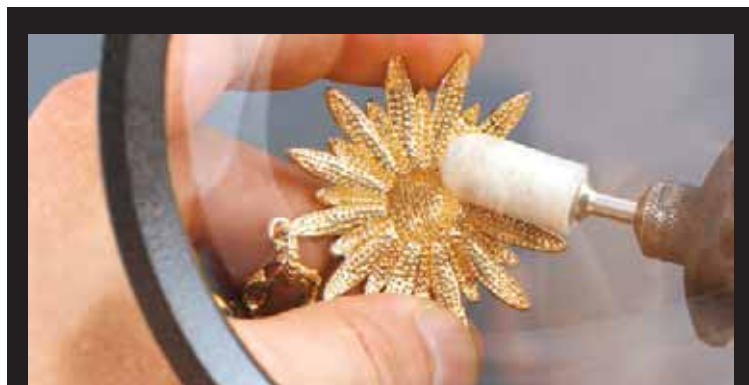
Foxy Originals. "I think there are a lot of people sitting in day jobs with a side passion that they're desperate to turn into a livelihood and often the only thing that's keeping them from making a living from their craft hobby are the basic business skills and an understanding of the inner workings of the distri-

bution options available to them in the craft industry," says Ger, who was recently profiled in Canadian Business magazine as one of its "20 Young Women in Power."

Jonathan Gould, the chair of Business and Legal Studies at George Brown, explains how the course helps individual crafters market their goods.

"I've been meeting lots of people in the downtown area who I've been amazed with their craft skills; things that people make often just for fun. And then with that there's the development of online retail shops like the Etsy store where people who are individual craftspeople and may not know how to market their goods, they can sell it to a global audience."

Ger gets a personal sense of satisfaction from the course. "For me, I get no greater joy than being able to see other people make that connection from being a crafter to actually being able to live off the fruits of their labour. I think everyone in life deserves to create a livelihood from something they're passionate about, and for me to be able to be the connector to provide people with the fundamental tools to enable that to happen is so rewarding."



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HOW TO MARKET YOUR OWN CREATIONS

You can learn how to market your own creations. The course explores areas such as sales distribution channels, market identification, pricing, business structure, branding, public relations,

and the realities of marketing, selling and profiting from your business. There will be guest speakers who are Canadian craft gurus, as well as speakers on topics such as web marketing,



GEORGE BROWN PHOTO

GET INTO THE FOLD

You can learn the traditional art of Japanese paper craft with Tim Murphy, instructor of George Brown's new Origami Foundations course, which explores the fundamental paper-folding techniques of origami using a variety of paper materials.

Following step-by-step instructions, you will practise producing such functional and decorative paper projects as boxes, animals and geometric shapes.

Influenced by the movie Blade Runner, Murphy is an expert with 30 years of teaching experience.

"I saw somebody fold a chicken out of a gum wrapper and that inspired me to do some research and I found a book on the topic and taught myself, and then within a very short period of time started teaching others. Origami is very much an art form of sharing and sharing what you know and what you're able to do with others."