

Certificate in

Web 2.0 for Business

PROFESSIONAL DEVELOPMENT

MAPPING YOUR SOCIAL MEDIA STRATEGY

What's next? Are you ready?

Organizations that can effectively leverage Web 2.0 social media technologies to engage their audience, enhance internal processes, and energize employees will ride the wave of the transformation. Learn how the shift to Web 2.0 will change business models and how the assessment of potential return on investment will prevent you from being sucked under by the current.



The Certificate in Web 2.0 for Businesses is designed to assist business owners, user-experience specialists, and programmers who need to make informed decisions about leveraging Web 2.0 social media technologies. It is also an opportunity for web designers to learn to incorporate social media tools. You will gain the practical knowledge necessary to build new business models and transform interactions with clients through the use of emerging technologies. Explore ways to expand your audience base while being conscious of your bottom line.

WHO SHOULD ATTEND?

- User-experience specialists
- Web designers
- Social media strategists & managers
- Small and mid-size business owners
- Web administrators
- Enterprise architects
- Programmers
- Web analytics professionals
- Systems and database administrators

CERTIFICATE GRADUATES WILL BE ABLE TO:

- Clearly define and articulate the characteristics of Web 2.0 environment and technologies
- Use best practices to analyze and present the benefit of Web 2.0 for businesses
- Identify the resources and commitment needed to design and maintain an interactive web
- Understand and apply best practices to manage user-generated content

Register today at www.csufextension.org or 657.278.2611

For more information, contact Kristyn Hursh: 657.278.7427, khursh@fullerton.edu

THE CLASSES

The Certificate in Web 2.0 for Businesses consists of four required courses totaling 33 hours of lecture and discussion. 3.3 Continuing Education Units will be awarded to the certificate graduate.

WEB 2.0: THE INTERACTIVE WEB

(6 hours/0.6 CEUs)

Prerequisite: none. The Web 2.0 environment is characterized by personalized and mobile information sharing. How do businesses adapt to emerging trends to better benefit their employees and customers? Before jumping to embrace the interactive web, or dismissing it as mere socializing tools for teens, it's important to understand the advantages and limitations of these emerging practices. In this class, expert instructors will help you define the social and business evolution, and review the most current tools available. You will look beyond social-networking, and learn about tools that have the potential to bring greater agility to business.

MAKING A BUSINESS CASE FOR WEB 2.0

(6 hours/0.6 CEUs)

Prerequisite: none. From hardware upgrades to hiring dedicated teams, advocates of the Web 2.0 concept have a difficult time conveying its business value in terms of concrete return on investment (ROI). The focus of this class will be to examine the potential ROI of Web 2.0 in terms of greater efficiency, publicity, and the value of collective wisdom. In addition, you will discuss the pros and cons of generating awareness through "Social Media Optimization." Using case studies, the class will have an opportunity to practice making a business argument for incorporating Web 2.0.

WEB DESIGN FOR THE 2.0 ENVIRONMENT

(12 hours/1.2 CEUs)

Prerequisite: none. Web design in the Web 2.0 environment is about building "event-driven experiences" that create exchanges of information. The content is often more important than the container. Designing a website now goes beyond cool graphics and decent user-interface (UI), to include consideration of the technological infrastructure, and management of the content. In this class, you will discuss at length the best practices for applying tools such as blogs, RSS feed, or MySpace to build an interactive web. Discussions will also focus on the database and information technology infrastructure necessary to support engaging user experiences.

USER-GENERATED CONTENT (UGC) MANAGEMENT

(9 hours/0.9 CEUs)

Prerequisite: Web Design for the 2.0 Environment. In a true Web 2.0 environment, users are the co-developers of contents. Through engaging the end-users, businesses can generate a sense of ownership and loyalty. However, the inherent difficulty in managing contents contributed by essentially anyone is a strong deterrent for adoption of the interactive web. Through discussions of case studies, you will approach UGC through the perspectives of legal, IT security, and content management professionals. You will collaborate to identify best practices in analyzing and averting risks while maintaining the integrity of content.

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