This workshop will provide an understanding of social networks and social media fundamentals to achieve top management, strategic marketing and strategic sales objectives for organizations. It will focus on strategic analysis and strategic decision making processes of social networks and social media.

THE COURSE WILL COVER:

- Word-of-mouth influence in sales and marketing among customers, influencers, partners, investors, analysts and other stakeholders.
- The four Cs framework of social networks and media — connect, create, consume, control.
- Current and emerging methods of obtaining insights from customer and influencer networks.
- The role and utilization of networks.
- The ingredients of sound strategic decisions based on insights from social networks.
- Promoting offerings by leveraging networks without an overreliance on sales force.
- Current and emerging insights on social networks to solve a strategic problem.
- The latest concepts and methods for real-world situations and research insights to solve strategic marketing problems.
- The vehicles that connect members in social networks, the essentials of a framework to develop marketing and sales strategies in the context of social media and examples of the use of social media.

(CONT.)

- How social media can substitute and complement sales force efforts and how to leverage social media to improve customer, influencer, investor and partner engagement.
- How to apply the latest concepts and frameworks on social media to real-life business problems and develop effective strategies.

REGISTER

To register, contact Jennifer Cutler at 979-845-1216 or jcutler@mays.tamu.edu

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