

Digital and Social Media Marketing

Date: October 4 and 11, 2019

Time: 8:30 a.m. - 12:30 p.m.

Digital and Social Media Marketing I

The Digital Marketing Foundations module will introduce you to conducting digital research, setting business objectives for a digital campaign and preparing the foundations for developing a targeted marketing strategy.

Digital and Social Media Marketing II

This workshop will provide you with an in-depth understanding of how to effectively strategize and implement powerful digital marketing campaigns that convert. You will be introduced to top-class digital platforms, such as Google Analytics and Goods Ads. You will understand the importance of digital channels and strategies and know how to use search engine optimization (SEO), paid search, and other digital tools to drive customer engagement.

Samer Sarofim, Ph.D., MBA



Sarofim brings 13 years of professional experience, working in healthcare, pharmaceuticals, consulting, and corporate training. In his research, Sarofim focuses on consumer financial decision-making and the effects of emotions on consumers' reactions to advertisement. Additionally, he investigates the dynamic branding environment within sports marketing. Sarofim's research was honored by the Best Paper Award in Consumer Behavior Track at the American Marketing Association Summer conference (2016). In recognition to his innovative and impactful teaching methodology, Sarofim has been a winner (2016) of the Marketing Management Association Outstanding Teaching-Scholar Doctoral Student annual competition.

To register, please call
559.278.2352

**SEATING IS
LIMITED!**

Registration Fee: \$225 per person
(\$200 for Current Fresno State Students and Alumni)

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