



Workforce Investment Act Eligible Training Program

Provider Name: BRYANT UNIVERSITY-EXECUTIVE DEVELOPMENT CENTER

Contract #: 5050-09

Address:

1150 DOUGLAS PIKE
SMITHFIELD, RI 02917

Address if program is held at a another site:

Program Name: Digital Media Strategy Certificate - Online

Office use only: ONET CODE 11-9199

CONTACT INFORMATION

Program Contact Person: Amy Grant	Phone: 401.232.6203	Fax: 401.232.6704
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Course Outline/Topics to be Covered

Online activity has achieved global saturation, social media is the new normal and the rise of mobile devices and e-commerce has opened up vast opportunities to large and small businesses today. Professionals who understand the business opportunities in this complex environment have a distinct advantage. Business decisions that are tied to a considered plan and articulated business objectives save everyone time and money.

Bryant's Digital Media Strategy Certificate provides a comprehensive and strategic look at today's digital business environment. Participants will examine the key components of the web, how it functions, how to gain traction, learn how to leverage social media and understand the role of search and "Big Data". Participants will learn how to conduct an effective digital inventory and data assessment, create a strategic digital plan, understand the internet's impact on business, transform negative online interactions to positive business success stories, and how to build and maintain engaged "brand advocates".

Required academic grade levels to enter program

Reading Grade Level 12

Math Grade Level 12

English Proficiency _____

Required to enter training program

Physical	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Vaccinations	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Drug test	<input type="checkbox"/> Yes	<input type="checkbox"/> No
BCI	<input type="checkbox"/> Yes	<input type="checkbox"/> No
License	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Tools	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Experience	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other :		

MAY be required for employment

Physical	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Vaccinations	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Drug test	<input type="checkbox"/> Yes	<input type="checkbox"/> No
BCI	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Certification	<input type="checkbox"/> Yes	<input type="checkbox"/> No
License	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Tools	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Experience	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Other :		

Participants will be qualified to seek employment in the following occupations:

- Managers, All Other
- Public Relations Specialists
- Business Operations Specialists,
-

Is this program Pell grant eligible?

Yes No

PROGRAM COSTS:

TUITION INCLUDES:	
Tuition	\$2,495.00
Fees	_____
Books	_____
Licensing	_____
Certificate fees	_____
Other, provide explanation	_____
_____	_____
_____	_____
Total Tuition Cost	\$2,495.00

These are expenses that <u>MAY</u> be reimbursed <u>after</u> successful completion of training.			
<i>Please indicate Yes, No or enter the amount</i>			
	YES	NO	AMOUNT
Books	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Licensing	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Tools	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Uniforms	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Travel	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Miscellaneous	<input type="checkbox"/> Yes	<input type="checkbox"/> No	_____
Total			\$0.00

Participant is responsible for :	
Prerequisites	_____
Memberships	_____
_____	_____
_____	_____
_____	_____
Cost above tuition cap	\$0.00
Expenses that <u>MAY</u> be reimbursed	\$0.00
Total	\$0.00

Maximum ITA Responsibility (Max. \$5500)

\$2,495.00

PROGRAM LENGTH
Weeks and Hours
and
Additional Information

Total course length is 30 hours. May be completed as a self paced online program or in the classroom over 5 weeks.

What type of certificate will be awarded and by whom?

Bryant University Digital Media Strategy Certificate