

ONLINE SUMMER COURSE

LSC 432: Social Media in the Life Sciences

June 1 - July 4



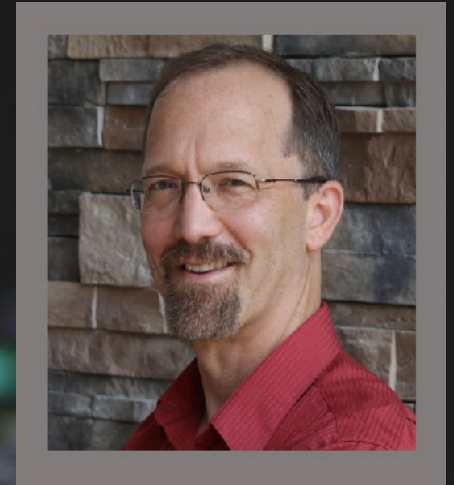
Life Sciences Communication
UNIVERSITY OF WISCONSIN-MADISON

INSTRUCTOR:

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A five-week online course that focuses on communicating effectively with social media.

This course is open to UW-Madison students and professionals in life science industries.

FOR STUDENTS: You will learn about the ever changing landscape of social media, how to understand, plan, design, and execute an effective and manageable social media strategy.

FOR PROFESSIONALS: You will learn up-to-date skills, strategies, and tactics for selecting social media tools and for creating social media strategies for organizations and individuals.

Develop skills in the following areas:

- Create a social media/digital marketing strategy.
- Understand and leverage various online platforms to create meaningful connections.
- Measure the impact of your social media practice.

By the end of this course, students will have experience using social media and content marketing to promote their brand and add value to other organizations and businesses in their professional areas of interest.