**2020 FALL COMMUNITY COURSE GUIDE**

**New! Blended Learning for Beginners**
During this learning experience, learners will explore the foundations of blended learning and methods for integrating technology into learning to increase student autonomy. Teachers will learn the basic steps they need to take to plan for a technology rich classroom.

**Saturday**  
**November 7th**  
**Dr. Courtney Teague**  
**Online: Zoom**  
**8:00 AM – 11:00 AM**  
**$99**

**New! Collaborate Digitally**
During this learning experience, learners will examine how to plan and manage collaboration activities that integrate online collaborative tools. Participants will be able to experience powerful learning and create engaging lessons with a focused learning target in mind.

**Saturday**  
**September 19th**  
**Online: Zoom**  
**8:00 AM – 11:00 AM**  
**$99**

**New! Leading in a Digital World**
During this learning experience, leaders will learn strategies for using digital tools for efficiency and impact. Leaders will also learn how to understand the new meaning of digital body language post COVID-19.

**Saturday**  
**September 26th**  
**Online: Zoom**  
**11:30 AM – 12:30 PM**  
**$49**

**New! Zoom 101**
For teachers: During this learning experience, participants will learn and explore how to leverage Zoom in a virtual learning environment. Participants will learn how to engage students via Zoom. For seniors: During this session, participants will learn how to use the basic features of Zoom and video chat with loved ones.

**Saturday**  
**October 3rd**  
**Online: Zoom**  
**9:00 AM – 11:00 AM**  
**Dr. Courtney Teague**  
**$69**

**New! Up and Running on Photoshop CC**
In this hands-on course, we will work through examples of real-world creative challenges you will encounter as you learn to master Adobe Photoshop CC. We will start from the basics and work up to more challenging and exciting techniques. You’ll learn about adjusting colors, masking, retouching, and manipulating images. As a graphic designer, you will learn what it takes to work efficiently and effectively, gaining the skills needed to add Photoshop into your creative toolkit.

**Online**  
**August 31st to September 27th**  
**Tonya Wright**  
**$299**

**New! Mastering Adobe Illustrator CC**
Adobe Illustrator is the designer’s essential tool for creating vector logos, professional type effects, maps, diagrams, illustrations and more. Understand the unique features of Illustrator, the difference between vector and raster graphics and how to create complex graphics with simple components and selection tools. Learn lines and shapes, using the live trace, type basics, gradients, using layers transparency and exporting images, and discover high quality drawing and digital illustration.

**Online**  
**October 5th to November 1st**  
**Tonya Wright**  
**$299**

**New! Bringing it Together with Adobe InDesign CC**
InDesign is the leading publication layout and design software. Learn to harness the power of InDesign to create materials for print, digital and PDF distribution. In this course, you will learn type controls, graphics file management, interactive design layers, and document setup and more as you become an InDesign power user.

**Online**  
**November 9th to December 6th**  
**Tonya Wright**  
**$299**

Visit aub.ie/graphicdesign/

**Digital Design: Foundations of Web Design**

**Digital Web Design: Learning HTML & CSS with Adobe Dreamweaver**
In this hands-on course, use Adobe Dreamweaver to learn web design basics with HTML and CSS. HTML and CSS are two of the core technologies for building web pages.

**Online**  
**August 31st to September 27th**  
**Tonya Wright**  
**$299**

**Personal Enrichment Webinar Series**
This monthly webinar series offered by Auburn University’s Office of Professional and Continuing Education at no cost to participants. The series features university and local experts from a variety of sectors including personal wellness, finance, tax preparation, test preparation, career skills, art, cooking and more. All events will be delivered via zoom. Visit aub.ie/enrichmentwebinars to learn more.

**New! Teaching with Racial Equity in Mind**
During this learning experience, teachers will engage in tough conversations about how race impacts teachers’ perceptions of students of color. The participants will examine implicit biases and learn strategies to advance equity within their teaching practices.

**Dr. Courtney Teague**  
**September 24th**  
**Online: Zoom**  
**5:00 – 6:00 PM**

**New! The Silent Killer: Unconscious Bias**
During this learning experience, participants will engage in tough conversations about how implicit biases impact the workplace. The participants will examine implicit biases and learn strategies to advance equity within their daily practices.

**Dr. Courtney Teague**  
**September 24th**  
**Online: Zoom**  
**6:30 – 7:30 PM**

**New! Career Prep Free Webinar**
This free zoom event will cover the basics of interviewing, resumes, cover letters and appropriate personal and business social media use. Designed to help all students and workforce professionals optimize their approach to finding a new career.

**Tuesday**  
**September 15th**  
**Online: Zoom**  
**Emily Merritt**  
**aub.ie/enrichmentwebinars**

**New! EagleCast Webinar Series**
This monthly webinar series offered by Auburn University’s Office of Professional and Continuing Education at no cost to participants. The series features experts from a variety of sectors including education, business, industry, public service, finance, and presents information and skills essential for navigating today’s ever-changing world. Learn more at Auburn.edu/outreach/opce/webinarseries/

Monthly, see website for upcoming topics, dates and times.
**PROFESSIONAL CAREER, TEST PREPARATION AND CERTIFICATE PROGRAMS**

**ACT Blitz (Online Only)**
Let Auburn University's ACT test-preparation program help you prepare for this important test! ACT Blitz classes, offered during the academic year, are strategically scheduled for the weeks leading up to the most popular ACT test dates. Classes are scheduled to allow time to practice new skills between sessions. Our multi-week course format allows abundant opportunities for learning and for interacting with our expert instructors. Classes include 16 hours of instruction, the official preparation guide including practice tests from ACT, a course workbook, and access to our online resources-class recordings, pre-recorded class modules, an instructor monitored question forum, and online office hours. The ACT Blitz classes are offered live-online this fall. Classroom instruction is planned to return in 2021.

Aub.ie/testprep $499

**GRE Test Preparation Courses (Online Only)**
Seeking a graduate degree? The GRE revised General Test measures critical thinking, analytical writing, verbal reasoning, and quantitative reasoning skills that have been acquired over a long period of time and that are not related to any specific field of study. The GRE is required for a large variety of master's degree and doctoral degree programs. Our GRE classes are offered live-online, classroom instruction is planned to return in 2021.

Aub.ie/testprep $489

**GMAT Test Preparation Courses (Online Only)**
Considering an MBA? Let us help you get into the program of your choice. The GMAT is the preferred exam for many top-ranking full-time and part-time MBA programs. Our professional instructors will help you understand each section of the GMAT, dissect each item type, and develop a plan for test success. Our GMAT classes are offered online year-round.

Aub.ie/testprep $489

**LSAT Test Preparation (Online Only)**
The LSAT is a paper-based standardized exam that is administered four times per year. Our LSAT test preparation courses are precisely scheduled to make sure students reach test day performing at their peak. Take the mystery out of the LSAT and get the tools you need to succeed on test day! Our LSAT classes are offered live-online, classroom instruction is planned to return in 2021.

Aub.ie/testprep $489

**SHRM Test Prep. Fall 2020 Bootcamp**
Participants will be able to tap into the expertise and guidance of our highly-experienced, SHRM-certified instructors who are ready to work with you to make sure you are prepared for success on your SHRM-CP or SHRM-SCP exam. For more information contact Lisa Brantly at lbrantly@auburn.edu and/or 334-844-3197.

Tuesdays September 8th to December 8th 9:00 AM – 12:30 PM
Center for Legal Studies $1,595

**Paralegal Certificate Course (Online Only)**
This intensive, nationally acclaimed program is designed for beginner and advanced legal workers. Training includes instruction on how to assist trial attorneys, interview witnesses, investigate complex fact patterns, research the law, and assist in preparing cases for courtroom litigation. Instruction is practice oriented and relates to those areas of the law in which paralegals are most in demand. There are no prerequisites other than a high school diploma or GED, but students must be prepared to complete a significant amount of homework each week. This program can help students increase their office's efficiency, productivity, and billable hours, as well as learn new marketable job skills. Saturday/Sunday September 12th to December 6th

Clinical Medical Assistant Program (Online Only)
This program prepares students to assist physicians by performing some clinical functions of a medical office. Instruction includes preparing patients for examination and treatment, routine laboratory procedures, pharmacology, taking and documenting vital signs, technical aspects of phlebotomy, the 12-lead EKG and the cardiac life cycle. Program also includes an optional clinical externship at a local healthcare provider.

Please visit auburn.edu/mycaa to enroll. Start anytime!

**Dental Assisting Program (Online Only)**
This course prepares students for entry level positions as a chair-side dental assistant. The history of dentistry, introduction to the dental office, the legal aspects of dentistry, oral anatomy, dental operatory, tooth structures, primary and permanent teeth, the oral cavity, and other areas will be covered. A clinical externship at a local healthcare provider is offered.

Please visit auburn.edu/mycaa to enroll. Start anytime!

**Medical Billing and Coding (Online Only)**
This billing and coding program delivers the skills students need to solve insurance billing and coding problems. It details proper assignment of codes and the process to file claims for reimbursement. With the transition to ICD-10, effective as of October 1, 2015, this course also provides training in ICD-10-CM. Please visit auburn.edu/mycaa to enroll. Start anytime!

**Court Reporting Certificate Program (Online Only)**
Prepare for your career in court reporting, broadcast (closed) captioning, and CART providing. These in-demand careers provide job security and flexibility working from home.

Please visit auburn.edu/outreach/opce/courtreporting to enroll.

**LANGUAGE COURSES**

**American Sign Language I (In Person Only, Returning in Early 2021)**
This ASL I class will cover the alphabet, numbers, people, places, and everyday vocabulary related to things such as emotions, foods, colors, etc. Calendars and time will be covered as well. Participants will learn sentence structure and techniques required to comfortably express and receive messages in American Sign Language. By signing with others in the class, participants will learn new techniques. By the end of the course, participants will be able to carry on simple conversations using sign language.

Tuesdays January 26th to March 2nd
328 O.D. Smith Hall
Benje Estes $89

**Beginners Spanish 1: Online (Zoom)**
In this short course, each participant will gain a basic introductory knowledge of the Spanish language. You will be given the opportunity to learn the language spoken by millions of people in the many Spanish-speaking countries around the world. You will learn the basic concepts in Spanish and strategies for learning a new language. The class will include basic listening, writing, and speaking activities. We will use some basic technology to help enhance your learning.

Thursdays October 15th to November 5th
3:30 – 8:00 PM
Benje Estes $79

**American Sign Language II (In Person Only, Returning in Early 2021)**
This follow-up course to ASL I is designed to cover more advanced conversation skills. Students will be encouraged to communicate in a more abstract way, consider the environment outside the classroom and master a higher level of signing by describing both past and present events.

Tuesdays March 16th to April 20th
328 O.D. Smith Hall
Benje Estes $79

**Beginners Spanish 2: Online (Zoom)**
This course will build upon lessons and concepts learned in Beginning Spanish 1. You will learn more concepts in Spanish and strategies for enhancing your conversation- al abilities. The class will include listening, writing, and speaking activities. We will use some basic technology to help enhance your learning.

Thursdays September 3rd to 24th
3:30 – 8:00 PM
David Gregory $79

**Beginners Spanish 3: Online (Zoom)**
This course will further build upon lessons and concepts learned in Beginning Spanish 1 & 2. The class will include additional practice and applications of listening, writing, and speaking activities. We will use some basic technology to help enhance your learning.

Mondays + Thursdays October 1st to 12th
3:30 – 8:00 PM
David Gregory $79
Basic Drawing and Painting for Adults Online
The foundation of a good painting is a good drawing. In this adventurous, one-day workshop, Brenda combines the best of her drawing and painting classes into a simultaneous study of both. If you have taken at least one Drawing Crash Course and a Watercolor Crash Course, this workshop will provide an excellent way to advance your skill level. You will receive plenty of guidance in the form of drawing and painting demonstrations as Brenda leads you through her process for developing paintings. You will compose a scene and create your own original watercolor painting. Your landscape will include cloud filled skies, country outbuildings and believable trees. You will strengthen your drawing and painting skills and take home a finished work of art.
Saturday
Online: Zoom
Brenda Stevens
December 5th
12:30 to 4:30 PM
$89

Basics of Madhubani Folk Painting Style of India Online
Learn to classify drawing and coloring style indigenous to Madhubani folk painting while developing your own personal style. All participants will leave with a completed work of art and will learn more of the historical significance of this folk-art style.
Sundays
November 1st to 29th
10:00 AM – 11:30 AM
Prachi Bhave
$69

Beginners Pottery Fall Session
Become familiar with a variety of pottery techniques. Learn to throw clay and create functional pottery. Clay and firing costs are included in the course fee. Students should bring a one-gallon bucket and a packet of clay tools to the first-class meeting (tools may be purchased at most bookstores in Auburn for about $15). Intermediate to advanced potters are encouraged to enroll in “Pottery Techniques and Skills” or “Intro to Raku Pottery”.
Mondays and Wednesdays
October 5th to October 28th
3-D Arts Studio
7:00 PM – 9:00 PM
Brian Cooley
$139

Beginning and Intermediate Acrylic Painting Online
Create lovely works of art as you navigate the basics of color theory, composition, and design. Discover the joy of working with acrylics as you explore various mixing and application techniques. Work from a still-life or your imagination. Beginners to intermediate will gain dexterity in brush work and paint application. No matter your ability you will push this medium to its limits and experience the fun, ease, and lack of boundaries this course offers. Materials required.
Saturday
Online: Zoom
Cynthia Golden Frasier
September 19th
9:00 AM – 3:00 PM
$89

Calligraphy: Modern Brush Lettering
This class will introduce the elegant art of hand lettering and will provide an opportunity for maintenance and review for previous students as well. Participants will learn and practice the rules of letter construction, spacing, and flourishes, as well as how to develop skills using tools, materials, and techniques. Finding the best pens, inks, and papers to use will be discussed, as will the practical uses for calligraphy and good reference books. All materials provided.
Saturday
Sanctuary Hill Studio
October 24th
1:00 PM – 4:00 PM
Kalli Kenney
$69

Drawing Crash Course Online
Learn the skill of observation. This four-hour workshop will open your eyes to a new way of seeing the world around you. Learn how the act of drawing can become a time of meditation. You will explore traditional approaches to drawing; learning the difference between viewpoint and focal point, the importance of shading to create the optical illusion of depth, and how basic shapes can help you to construct a complex subject. You will also be introduced to the intuitive world of artists with exercises from “Drawing on the Right Side of the Brain”.
Saturday
Sanctuary Hill Studio
October 24th
12:30 to 4:30 PM
Brenda Stevens
$69

Hand Lettering with a Water Brush and Brush Pen
This exciting new hand lettering class will cover how to achieve thick and thin lines. You will learn to drop in color, ombre and practice blending techniques. All students will leave with an original project to take home.
Saturday
Sanctuary Hill Studio
October 10th
1:00 PM – 4:00 PM
Kalli Kenney
$69

Intro to Raku Pottery
Raku is a method of fast-firing ceramics with both a fascinating process and a storied history. Students will learn the basic processes involved, and a bit of history and simple glaze chemistry. The class will prepare clay suitable for the Raku process, formulate a simple glaze and variations, create vessels or sculpture using sound techniques, and then fire their pieces in the dramatic American Raku process. The class fee includes all materials and firing but does not include personal tools used for sculpting or throwing.
Mondays and Wednesdays
November 2nd to 23rd
3-D Arts Studio
7:00 PM – 9:00 PM
Brian Cooley
$149

Pet Sketching 101 Online
Do you have a favorite pet at home who you would like to honor with his or her very own portrait? This class is perfect for beginning artists and is designed for those with little or no previous drawing experience. All that is needed to attend is a photo of your favorite four-legged friend.
Saturday
December 12th
10:00 AM – 2:00 PM
Cynthia Golden Frasier
$59

Pottery Techniques and Skills
Become familiar with a variety of pottery techniques. Learn to throw clay and create functional pottery. Clay and firing costs are included in the course fee.
Tuesdays and Thursdays
September 29th to October 29th
3-D Arts Studio
6:30 PM – 8:30 PM
Brian Cooley
$169

Photography: Basic Digital Online
Use your digital camera like a pro and forever transform your photography. This introductory course teaches basic camera operation, fundamentals of exposure and composition. Understand how to use correct camera settings for the best results. The only requirement is a digital SLR camera with changeable lenses. Online zoom instruction is designed for adults. Classroom option will return in 2021.
Thursdays
September 17th to October 15th
6:30 – 8:30 PM
John Rhodenizer
$89

Photoshop: Getting the Picture You Want from the Picture You Took
Make your digital photos better with this introduction to Adobe Photoshop tools. This class is hands-on and will work on Adobe's CS5 platform. Learn how to remove red eye, fix scratches, adjust exposure and color, retouch and resize your pictures. After this class, you will be able to create collages or your own photo greeting cards and announcements. Basic computer skills required.
Thursdays
October 22nd to November 12th
6:30 PM – 9:00 PM
John Rhodenizer
$99

Watercolor Crash Course Online
This half-day workshop requires no drawing or painting skills. Led by an experienced watercolorist, you will get to work mixing colors and applying basic watercolor techniques on an original painting for you. In just a few hours you will create your very own painting to take home. You will be amazed at what you can accomplish!
Saturday: Silver Maple Leaf
October 10th
12:30 - 4:30 PM
Brenda Stevens
$69

Additional Popular Classroom Programs Returning in 2021
While we are not able to provide the following programs this fall due to new campus guidelines for classroom activity, we do anticipate their return to our course line-up in 2021. In the meantime, we are accepting early enrollment for these courses, as we know these favorites can fill quickly. To reserve your seat in 2021, or for an update to the status of these programs, please call 334-844-3100 or email mark.lipscomb@auburn.edu.
- American Sign Language I and II
- Be Strong Women’s Fitness Series
- Personal Protection Workshop for Women
- Adult Driver’s Education and Driver’s Education
- Fly Fishing and Water Aerobics

Request a Course!
Don’t see a course here that you would like us to offer? Let us know! Please contact Mark Lipscomb (mark.lipscomb@auburn.edu or 334-844-3100) to request a course or recommend an instructor.
YOUTH PROGRAMS AND PERSONAL ENRICHMENT

AUBURN YOUTH PROGRAMS

Coding Academy
Calling all future coders, programmers, & designers! Explore a series of coding languages like HTML, CSS, JavaScript, and Python through introductory projects and design challenges. Get started on your coding journey and become the next coding prodigy! Projects will be available on a Black Rocket website to share with friends and family. Ages 8-14

Saturdays
Online: Zoom
September 26th to October 31st
8:30 AM to 10:30 AM
November 7th to December 19th
3:00 PM to 4:30 PM
November 2nd to December 9th
Black Rocket
$159-$169

Minecraft Redstone Engineers
Expand your Redstone knowledge by constructing your own carnival with a variety of mini-games, roller coasters, and attractions powered by Redstone. Learn how to use Command and Structure blocks to incorporate them into your builds. Activate your skills and take your Minecraft structures to the next level! Students must own a Java version of Minecraft to take this class. Tablet, phone, and game console versions of Minecraft are not compatible. Ages 8-11 and 11-14.

Tues/Thur
December 7th to December 23rd
Online: Zoom
3:00 PM - 4:30 PM
Black Rocket
$159

Roblox Makers
Unlock the power of ROBLOX® Studio, the world creation tool used by real-world ROBLOX® developers! Learn how to build 3D models and create an adventure in your ROBLOX® world. Bring characters to life with unique animations you design. Student-created projects will be available on a password protected Black Rocket website to share with friends and family. Ages: 8-11 and 11-14

Tues/Thur
September 29th to October 29th
Online: Zoom
3:00 PM - 4:30 PM
Black Rocket
$149-$159

YouTube Content Creators
Explore the variety of content and personalities that exist on YouTube and how to find your own niche. Learn the Dos and Don’ts of the platform and how to practice good digital citizenship. Develop your on-camera presence, your own channel branding, and professional editing skills. Ages: 8-11 and 11-14

Mon/ Wed
September 28th to October 28th
3:00 PM to 4:30 PM
September 26th to October 31st
8:30 AM to 10:30 AM
Black Rocket
$149-$159

Visit aub.ie/summacamps/

AUBURN YOUTH PROGRAMS
Summer camp registration opens DECEMBER 1, 2020
auburn.edu/summacamps

Ace Your Interview Online
Nervous about an upcoming interview? Discover powerful techniques and strategies that will keep you calm, on point, and on your game during even the toughest interview. Participants will learn valuable skills, including how to: Prepare for the interview, build a rapport with interviewer(s), accurately interpret non-verbal language, maintain focus during the interview, manage difficult questions with ease, and how to follow up like a pro.

Tuesday
October 13th
3:00 PM - 5:30 PM
Zoom
Emily Merritt
$69

New! Basics of Bollywood Dance
Bollywood dance style is a very popular and entertaining Indian dance style. This style combines Indian classical, Indian folk, Western popular, and modern dance. The dance is choreographed to suit a music piece on Bollywood music involving expressions and dance.

Mondays
September 14th to November 2nd
Online: Zoom
7:00 PM - 8:00 PM
Prachi Bhaye
$69

Basic Handgun Safety (Three Options)
Learn the rules of safe gun handling/shooting; fundamentals of marksmanship; and laws pertaining to ownership, transportation, and use of handguns facilitated by the Lee County Sheriff’s Office. You must bring proof that you are at least 21 years of age. *Fee covers hearing protection, eye protection and range costs. If you are considering a firearm purchase, information on permits will be provided as part of the course for those who do not have firearms licenses.

All classes listed below have the same class format:

Tuesday
June 30th to 4:30 PM
Thursday
6:30 to 8:30 PM
Saturday
8:00 AM to 11:00 AM
Fall BHS 1
September 15th to 19th
Fall BHS 2
October 13th to 17th
Fall BHS 3
November 10th to 14th
Jay Jones, David George
$89

Cyber Security Basics Online
Cyber threats to your personal and professional computing habits are everywhere today and constantly evolving, but you do not have to be hopeless. There are actions you can take today that will block most cyber-crooks from wreaking havoc on your identity and your finances, and you do not need to be a technology expert to do so. This workshop will teach you the 10 major identity theft threats you face and the actions you can take to stay safe including: 4 ways to protect your wireless network from hackers, the 10 second email rule that will stop phishers in their tracks, and the one thing all security experts do to maintain a safe and secure online experience.

Thursday
November 12th
5:30 to 7:30 PM
Zoom
Fred Middleton
$49

Hap Arnold Lecture Series
In partnership with the Office of Professional and Continuing Education, the Hap Arnold Lecture Series is an outreach effort of the United States Air Force Air War College with the goal of fostering direct discussion and exchange between senior military officers and the public on matters related to national security. For information about this and other opportunities please contact Alan Spencer at acs0132@auburn.edu and /or 334-844-5193.

Tuesday
October 20th
6:00 to 9:00 PM
Zoom
Emily Merritt
$69

Indian Music Ensemble Online
Come learn the musical traditions of the Indian subcontinent. The basis of all classical music in India is a system of Ragas (melodic scales) and Talas (rhythmic patterns). In this class, you will learn these important fundamentals of Indian music and be able to perform simple compositions at the end of the semester. The class will be mainly vocal with instrumental options. The ensemble uses authentic Indian instruments - harmonium, tanpura, tabla, veena and sitar are incorporated into various classical and semi-classical compositions. If you are looking for a fun learning opportunity, this is it. If you play the flute, acoustic guitar, or any other instrument, please bring it with you to class.

Mondays
August 17th to November 16th
Online: Zoom
5:00 PM - 6:30 PM
Chaitra Gururaj
$49

Investment Basics for Today’s Economy
This course is designed to introduce the novice and small business. Unlike traditional marketing, social media and their relation to market indices and the economy. The instructor will start with the basics-covering specific types of investments commonly used, how they work, and the pros/cons of using each. Additionally, both the logical and emotional aspects of investing will be discussed, along with ways to avoid common investment mistakes. All phases of investing - from accumulation to distribution - will be covered.

Tuesday
November 10th
6:00 to 9:00 PM
Zoom
Allen Taylor
$49

Personal Branding for Professionals
Personal Branding for Professionals is a 5-module online course designed to assist professionals of any industry or background in discovering who they are as a professional; communicating their experience and skill set; and marketing their abilities, experience, skills and strengths through a resume, cover letter and online profiles.

Online
(Open Enrollment)
November 1st
Elise Stewart
$149

Resume/Cover Letter Workshop Online
Need help with developing that perfect resume and cover letter? Join us for an informative session designed to get yours interview ready. This class will focus on improving the aesthetics and content of your resume and give tips on how to make you stand out more to potential employers.

Tuesday
October 6th
5:30 to 7:30 PM
Zoom
Emily Merritt
$99

Social Media Marketing Strategy for Small Business Workshop Online
Social media is essential for marketing exposure, brand awareness and revenue growth. These channels often present easy, inexpensive, effective and near instantaneous mechanisms to spread the word about your small business. Unlike traditional marketing, social media requires a different and varied approach. Our session covers the fundamentals as well as how to leverage these outlets to accomplish your strategic goals. Key elements include audience building, content development, brand promotion, website traffic management and customer engagement. This course will focus primarily on the four most popular social networking websites: Facebook, LinkedIn, Twitter, and Instagram and how to effectively use each to grow your small business.

Tuesday
October 20th
6:00 to 9:00 PM
Zoom
Emily Merritt
$69

Follow us! @AUCntyCourses
auburn.edu/conline
334-844-5100
REGISTER NOW!