



Mini-MBA™: Social Media Piscataway Schedule Spring 2011

| Session | Date | Time | Topic | Instructor |
|----------------|-------------|-----------------|---|-------------------|
| I | March 14 | 8:30 – 9:00 am | Introduction | Greenberg |
| 1 | March 14 | 9:00 – 12:00 pm | Culture, Media & the Social Web | Matrix |
| 2 | March 14 | 1:00 – 4:00 pm | Social Media Strategy | Cohen |
| 3 | March 15 | 9:00 – 12:00 pm | Consumer Behavior Drivers of Social Media | Evans |
| 4 | March 15 | 1:00 – 4:00 pm | Social Media & the Law | Gilmore |
| 5 | March 16 | 9:00 – 12:00 pm | Videos & Social Media | Jarboe |
| 6 | March 16 | 1:00 – 4:00 pm | The Art & Science of Blogging for Business | M. Schaefer |
| 7 | March 17 | 9:00 – 12:00 pm | Measuring and Tracking Social Media ROI | Petersen |
| 8 | March 17 | 1:00 – 4:00 pm | Mobile Marketing & Social Media: Explosive Media, Convergence & Opportunities | Kerley |
| 9 | March 18 | 8:30 – 11:30 pm | B2B Marketing Meets Social: High Impact Strategies, Benefits & Audiences | Kerley |
| 10 | March 18 | 12:00 – 3:00 pm | Integrating Social Media | Fou |
| C | March 18 | 3:00 – 4:00 pm | Capstone Presentations | Greenberg |