## Professional Development

### Spring 2020

### Marketing 2.0

After the website, social media platforms and chamber memberships, what's next for your business and/or personal profile? Marketing 2.0 covers a few key components: blogging for business, email/target marketing, additional content marketing (other multimedia such as video, podcasts, newspaper, and radio), leveraging events for lead generation/customer advocacy, and touch-point lists. Establishing approaches for these components allow you to take your marketing beyond the introductory level without breaking the bank.

**Keyword: Marketing**

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<td>6-9 p.m.</td>
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### Course: Marketing 2.0

Complete this form with payment information and send via mail to Southeast Community College, Continuing Education, 301 S. 68th St. Place, Lincoln, NE 68510 OR FAX to 402-437-2703.

**Registration Form - Non-Credit Course**

The College requests, but does not require, a student provide Social Security number during the admissions process. For information on requesting ADA reasonable accommodations, contact the SCC Area Access/Equity/Diversity Office. For the protection of your personal credit card information, do not email this form to SCC. If faxing, only use the fax number listed or verify with SCC before using another SCC fax number.

<table>
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<tr>
<th>Social Security Number OR SCC Student ID Number</th>
<th>Birth Date</th>
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For more information, contact Heather Hultgrien at 800-828-0072, ext. 3634, or hultgrien@southeast.edu.

Cancellation/Refund Policy: You must call the Continuing Education office at 402-437-2700 or 800-828-0072 the day before the class begins to receive a 100% refund. If you call the day of the class or after it has started, no refund will be issued. If a class is cancelled or student drops (according to the refund policy), refunds will be issued to the student, unless a third party has been formally billed by SCC Business Office. ADA Reasonable Accommodations: SCC provides services and reasonable accommodations to allow persons with disabilities to participate in educational programs and other College activities. For information on requesting ADA reasonable accommodations, contact the SCC Area Access/Equity/Diversity Office.

Find us on Facebook at www.facebook.com/SCCLearningCenteratYork

Check out all classes offered at www.southeast.edu/YorkLC

### Marketing 2.0 - Spring 2020

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<th>COURSE NUMBER</th>
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Would you like a receipt mailed to you? [ ] Yes [ ] No

**TOTAL DUE:** $

For Office Use Only

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<th>Invoice #</th>
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Register Online for SCC Continuing Education Classes

You must have an email account to register online.


2. Search for your class by entering either a key word in the title or the course number. Click Submit. (Enter information in only one field for broader results.)
   - Key Word Example: Driver
   - Course Number Example: TRAN-3398

3. Select the course for which you wish to register. Click Submit.

4. Enter your personal information, certify your identification and click Submit.
   * You must provide your Social Security Number.

5. Optional: Enter your Additional Registration Information and click Submit.

6. If you want to register for additional classes, select Search for more classes under “Choose one of the following.” If you are finished selecting the class(es) for which you want to register, select Register now (check out). Select your Payment Type. Click Submit.

7. Enter your payment information. Click Submit.

You will see your class acknowledgement with information about your SCC Student ID Number, SCC User ID and password. You also will receive an email with this same information for your records.

In the future it will be easy to register by logging in using your SCC User ID and password and it will not be necessary to provide your Social Security number again.

If you have problems getting registered, please call 402-437-2700 or 800-828-0072 for assistance.