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Contact: Colin Hutt, Primum
colin@primumagency.com, 414-765-2311

MSOE Partners with 7Summits to Provide Social Media for Business Certification Courses

Course leverages agency's social business expertise and quality education from MSOE to prepare students for the ever-changing world of business

MILWAUKEE (July 30, 2012) – Social business agency, [7Summits](#), has partnered with [Milwaukee School of Engineering \(MSOE\)](#), an independent, non-profit university with 2,500 students and a reputation for ingenuity, to provide education in social media for business. The Social Media for Business courses will be provided through MSOE's Continuing Studies and Outreach Department beginning Sept. 4, 2012 to give engineering, business and technical professionals the opportunity to earn a Social Media for Business Certificate.

"At MSOE, our commitment to learning does not end at graduation. The mission of MSOE's Continuing Studies & Outreach Department is to be a leader in professional development education, with a particular focus on business, engineering and technical professions. Social media is changing the way companies do business," said Dr. Kathy Faggiani, Director of Continuing Studies and Outreach for MSOE. "Partnering with 7Summits to provide social media training leverages some of the best resources available to provide certification that will help organizations and professionals stay ahead of the curve of social business."

MSOE began its relationship with 7Summits through the launch of its online social community designed to revolutionize the admissions process. The award winning community experience, [Bridge](#), provides prospective students, parents and counselors with a place to deepen engagement throughout the admissions process.

Having co-developed the Social Media for Business curriculum with MSOE, 7Summits staff will also lead the course, providing instructor-led lectures and hands-on class work.

"7Summits has spent the last three years exclusively supporting Fortune companies' adoption of social media and online communities to drive measureable business results. We are pleased to more broadly introduce the best practices that we have developed by offering these important curricula along with MSOE," said 7Summits CEO Paul Stillmank. "MSOE has already proven they are a leader in the evolution of business teaching and it's no surprise that they saw the importance of supporting business leaders as they prepare for this new world of business."

Divided into three levels, each course meets once a week for three weeks.

Level one, **Social Media Specialist**, provides a broad perspective of social media and its application both internally and externally. Participants gain insights regarding how to become active members of a social media team and evaluate which technologies and/or social outlets



are best suited to support their organization's specific business needs, while transforming to a more socially connected organization.

Level two, **Community/Social Media Manager**, leverages the understanding of the foundational knowledge gained in level one and provides skills and tactics necessary to research, participate in and create social media communities. Participants will achieve the necessary skills to support their organization's participation in a managed social media program, while gaining an understanding of how to evaluate performance.

Level three, **Social Business Strategist**, is the capstone of the Social Media for Business Certification. It allows participants to apply the knowledge learned in levels one and two of the program to a comprehensive, holistic and broader understanding of social media in conjunction with driving business value and outcomes. Participants will begin to develop a detailed social media strategy for their organization, complete with defined outcomes linked to an overall business and organizational strategy with specific measurements to monitor and evaluate performance.

Upon completion of level three, participants will receive their Social Media for Business Certification.

To register please visit: http://bec.msoe.edu/social_media

About 7Summits

7Summits, www.7SummitsAgency.com, is a Social Business Agency founded in 2009 to help clients engage customers, partners and employees to grow their business. 7Summits' solutions deliver results by improving both social relevancy and community enablement. The firm refers to this approach as Applied Social Media, and has helped many Fortune 500 brands to become more socially connected organizations. 7Summits offers deep expertise in social business strategy, community experience design, platform development, and community activation.

About Milwaukee School of Engineering

MSOE Continuing Studies and Outreach offers professional development courses in business, engineering and technical fields, creating a link between the university and the business community. MSOE is an independent, non-profit university with about 2,500 students. MSOE offers 18 bachelor's degrees and nine master's degrees in the engineering, engineering technology, building and infrastructure engineering, computer, business, nursing and health-related fields. The university has a national academic reputation and longstanding ties to business and industry.

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