

University of Pittsburgh
Joseph M. Katz Graduate School of Business

CENTER FOR BRANDING
in collaboration with the
CENTER FOR EXECUTIVE EDUCATION



FACEBOOK AND INSTAGRAM MARKETING WORKSHOP

DATE: SATURDAY, SEPTEMBER 26, 2020

TIME: 10AM - 2PM

LOCATION: ONLINE

Learn more and register online:

www.business.pitt.edu/fb-instagram-workshop



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FACEBOOK AND INSTAGRAM MARKETING WORKSHOP

PRESENTED BY THE CENTER FOR BRANDING IN COLLABORATION WITH THE CENTER FOR EXECUTIVE EDUCATION

The Facebook and Instagram Ad platform is an invaluable tool for marketers. In this online workshop, you will learn how to utilize the platform's highly-customizable advertising capabilities to maximize return on ad spend, create better brand awareness, and increase your bottom line. You'll gain insight into which targeting methods are best in a variety of industries, how to track conversions successfully, what content should be used in your ads, and how usage of advanced platform tools, including remarketing and lookalike audiences, can give you the best return on ad spend.

TAKEAWAYS:

- Learn how to build successful Facebook and Instagram Ad campaigns.
- Discover how lookalike audiences can expand your reach.
- Learn the best remarketing campaign types to maximize revenue.
- Successfully complete an exam to receive a class completion certificate.

INSTRUCTOR

AMY MRAZEK



Amy Mrazek earned her MBA from the University of Pittsburgh Katz Graduate School of Business and her BS in Business Administration from Duquesne University. She holds certifications in Google Ads, Microsoft Ads, and Google Analytics.

Amy is currently the Vice President of Marketing at Patron Technology, an event technology company that works with massive events around the world to create unforgettable live and virtual event experiences. She's responsible for the marketing strategy of more than 10 technology brands under Patron Technology in the US, Canada, and Australia. Amy, whose prior experience includes managing digital campaigns for a portfolio of Fortune 500 companies, fosters a passion for marketing that extends beyond the office. She serves as a marketing mentor at AlphaLab, a nationally-ranked software accelerator program, and is an instructor for digital marketing workshops at the University of Pittsburgh.

PRICING AND REGISTRATION

The fee for this online workshop is:

\$150 - Business Professionals | \$90 - Non-Katz Pitt students | \$60 - Katz Students

REGISTER ONLINE:

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CONTACT US TODAY:

esismour@katz.pitt.edu or 412-648-1541