Media Storm Masters
Social Media & Mobile Marketing Strategies

An opportunity for you to expand your mind, think strategically and practice your skills in digital communication. As people suffer from digital overload breaking through the clutter and making meaningful connections is what matters.

**Modules**

**Speed Module: Learn at the Speed of Social**
Cutting edge white papers and materials from Media Storm
Media Storm's weekly update of the hottest digital properties
Speakers who work in the digital media trenches

**Content Module: Student Generated Content**
Weekly posts by you in social media
Curate new content and measure its value
Baseline your Klout score and raise it by the end of the term
Track your collective efforts with #Mediastormmasters

**Field Operations Module: Futurism in New York City**
Mind opening outings and visits to digital experiences
Visit digital museum exhibitions and local offices of Internet firms
Learn about measurement and analytics in the Nielsen Living Room

**Tool Box Module: Practical Platforms and Applications**
Become Certified in Google Analytics
Identify emerging online and mobile marketing platforms

**Project Module: Work with Media Storm’s Entertainment Clients**
Ignite social media for Media Storm's broadcast media brands
Develop social media and mobile marketing strategies for clients