COURSE SYLLABUS

AI Social Media Bootcamp Online

Master marketing across every social platform, then create and ship your own AI-powered marketing tools.

Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/certificates/ai-social-media-bootcamp-online



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Course Outline

This package includes these courses

- LinkedIn Marketing Course Online (6 Hours)
- YouTube Marketing Course Online (6 Hours)
- TikTok Marketing Course Online (6 Hours)
- Social Media Content Marketing: Blogs & X (Twitter) Course Online (6 Hours)
- Instagram Marketing Course Online (12 Hours)
- Facebook Marketing Course Online (12 Hours)
- Streaming for Social Media Course Online (6 Hours)
- Social Media Industry & Portfolio Course Online (18 Hours)
- AI for Graphic Design Course Online (12 Hours)
- AI Coding Bootcamp with Claude Code Online (60 Hours)
- Content Creation & Social Media Manager Projects (Self-Paced) (0 hours)

LinkedIn Marketing Course Online

Learn how to promote your business on LinkedIn in a self-paced course by refining profiles, using search tools effectively, and launching paid advertising campaigns. This course explores why LinkedIn matters for business marketing, how to use personal and company profiles strategically, and how to track results to measure success.

- Get familiar with LinkedIn's platform and navigation
- Improve and strategically use your personal LinkedIn profile
- Set up and manage a LinkedIn company page
- Plan and run paid LinkedIn advertising campaigns

YouTube Marketing Course Online

In this self-paced course, you'll learn to use YouTube as an effective social media marketing channel and build a content

strategy that supports business growth. You'll explore the full lifecycle of video marketing, from launching a channel and producing content to monetization and integrating Shopify with YouTube.

- Explore the evolution of YouTube and its influence on social culture
- Design a clear social media strategy aligned with business goals
- Produce videos that boost interaction and support sales
- Grow your audience and extend reach on YouTube
- Identify, target, and engage the right viewers
- Build and sustain a loyal subscriber base
- Create and optimize ads to improve performance and results

TikTok Marketing Course Online

Learn how to use TikTok as a video-focused marketing channel by producing compelling content that attracts attention, increases sales, and grows your audience. This self-paced course explores the business and commercial features of TikTok while guiding you through building a marketing approach tailored to your goals.

- Explore the evolution of TikTok and its influence on digital culture
- Build a clear and effective social media strategy for TikTok
- Create visually engaging videos that boost interaction and support sales
- Grow your following and extend your reach through platform-specific techniques

Social Media Content Marketing: Blogs & X (Twitter) Course Online

Explore the core principles of text-focused social media marketing in a self-paced course, with a focus on platforms such as X (Twitter) and blogging channels. Learn how current trends shape written digital marketing and develop a clear strategy for promoting content, connecting with audiences, and publishing across multiple platforms.

- Learn how to plan and execute content strategies for blogs and other writing-driven social platforms
- Build a recognizable brand voice and engage effectively with your target audience
- Understand marketing approaches specific to X (Twitter)
- Gain a solid foundation in content marketing principles
- Set meaningful goals and select metrics to measure performance
- Use written content to establish and strengthen brand identity
- Apply proven tactics for marketing on X, formerly known as Twitter
- Create, publish, and distribute blog posts to maximize reach and visibility

Instagram Marketing Course Online

Learn how to plan and execute both paid and organic Instagram marketing strategies, from producing engaging content to using Stories, hashtags, and collaborations effectively. You'll also learn how to capture strong visuals, build an active community, establish a consistent posting schedule, set up a business profile, run paid ads, and connect Shopify with Instagram for commerce.

- Understand how the Instagram platform works and its role in today’s social landscape
- Build effective digital marketing strategies tailored specifically for Instagram

- Create visual content that boosts engagement and supports sales goals
- Grow your audience and increase reach through organic tactics
- Learn how to attract, target, and convert leads
- Apply both paid and organic marketing approaches to drive results

Facebook Marketing Course Online

Learn how to plan, launch, and manage effective Facebook advertising campaigns in this comprehensive self-paced course. You will explore how business pages and Facebook groups support marketing goals, how targeted ads reach the right audiences, and how conversion tracking and the Meta Pixel measure results. The course also covers the Facebook algorithm, Meta Business Suite, content engagement, Shopify integration, and Meta Ads Manager to give you a complete view of the platform.

- Build a results-focused Facebook marketing strategy
- Create visual content that boosts engagement and supports sales
- Grow your audience and extend reach through organic and paid methods
- Use Facebook advertising to increase engagement and profitability
- Plan, launch, and manage successful Facebook ad campaigns
- Set up business pages, use Facebook groups effectively, and create targeted ads
- Apply conversion tracking, audience targeting, and the Meta Pixel to improve return on ad spend

Streaming for Social Media Course Online

Learn how to integrate live streaming into your social media plan in this self-paced streaming course. You will learn how to configure content sources, link your streaming accounts, and use live video to support your goals across platforms like Twitch, YouTube, and TikTok.

- Set up and configure OBS for live streaming
- Stream confidently to Twitch and understand its advantages
- Broadcast to YouTube and learn how it supports content growth
- Go live on TikTok and explore its benefits for audience reach

Social Media Industry & Portfolio Course Online

In this self-paced capstone course, explore career-focused opportunities in social media marketing and learn how to strengthen your online presence for professional success. You will work through brand research, campaign planning, and networking approaches with an emphasis on LinkedIn, while preparing for roles in social media management and content creation.

- Learn the principles of earned first creative thinking
- Generate original concepts and present them effectively in a professional portfolio
- Refine and optimize your résumé and LinkedIn profile
- Strengthen and polish your overall social media presence

AI for Graphic Design Course Online

Explore how artificial intelligence is transforming graphic design with hands-on projects that integrate tools like Adobe Firefly,

Midjourney, and ChatGPT. Learn to streamline creative workflows, enhance visual assets, and build cohesive brand packages using leading AI platforms.

- Generate vector illustrations, photo edits, and layouts using AI tools in Illustrator, Photoshop, and InDesign.
- Create original visuals through prompt-based image generation with Midjourney, Leonardo AI, and DALL·E 3.
- Enhance and restore images with AI-powered sharpening, upscaling, and de-noising techniques.
- Use ChatGPT and Notion AI to develop creative briefs, brand names, and design directions.
- Build mood boards, style guides, and concept sets with free and paid AI design tools.
- Assemble a complete brand identity using multiple AI platforms in a simulated design workflow

AI Coding Bootcamp with Claude Code Online

Take command of the entire process of planning, building, and deploying real web applications with Claude Code in this beginner-friendly, hands-on bootcamp featuring expert instruction, interactive practice, seven labs, and a capstone project.

- Harness Claude Code to plan, build, debug, and deploy web applications through natural language
- Follow the Explore → Plan → Execute → Review workflow to manage multi-step development tasks
- Construct full-stack apps complete with databases, user authentication, and external API integrations
- Incorporate responsive design, accessibility standards, and professional UI patterns
- Establish web security fundamentals including input validation and environment variable management
- Ship finished applications to a live URL using version control and modern hosting platforms

Content Creation & Social Media Manager Projects (Self-Paced)

As part of the Content Creation & Social Media Manager Bootcamp, you will produce four projects to feature in your portfolio:

Interactive Design System

- Develop a responsive design system that carries shared colors, fonts, typography, and design tokens across desktop, mobile, social media, print, and dark-mode layouts.
- Set up live previews that refresh automatically whenever design settings change, showing how a single cohesive visual system can flex across platforms and formats.

Financial Dashboard with AI

- Create and deploy a functioning financial dashboard complete with accounts, transactions, charts, KPI cards, profitability metrics, anomaly alerts, and exportable reports.
- Connect Claude to write summaries and explain financial trends from figures your code calculates, then build an Ask-Your-Data feature that examines uploaded CSV files and picks the right visualizations.

Social Media Creative Studio

- Develop an interactive application that produces coordinated social media graphics and campaign content spanning multiple platforms, formats, and aspect ratios.
- Craft reusable templates and creative controls for branding, typography, colors, imagery, layouts, and campaign messaging, complete with AI-assisted tools for generating concepts, copy, and content variations.

Marketing & Creative Studio

- Create and deploy a real AI marketing studio that converts performance data into campaigns: bring Google Analytics numbers into your own app and let Claude translate them into plain-English insights grounded in the actual figures.
- Produce on-brand email campaigns from a short brief plus campaign imagery through the Google Gemini API, all anchored by a reusable brand kit, a content calendar, and an asset library, running two AI models within one app.