COURSE SYLLABUS

AI Social Media Bootcamp (Self-Paced)

Learn to market on every social platform, then build and deploy your own AI-powered marketing tools.

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



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Course Outline

This package includes these courses

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

AI for Graphic Design (Self-Paced)

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 cutting-edge 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 moodboards, 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 (Self-Paced)

- Use Claude Code as a practical coding assistant for planning, editing, debugging, and shipping apps
- Build confidence with Git, GitHub, and collaborative development workflows
- Understand the structure of modern web apps across frontend, backend, APIs, and deployment
- Create full-stack projects with Next.js, Supabase, authentication, and third-party APIs
- Improve app quality with responsive design, accessibility, testing, and security practices
- Deploy a finished application with environment variables, a custom domain, and launch-ready polish

LinkedIn Marketing Bootcamp (Self-Paced)

Learn how to market your business on LinkedIn by optimizing your profile, using search features, and implementing paid advertising. This workshop covers the benefits of LinkedIn, how to leverage a personal profile, creating a company page, and measuring marketing success.

- Get an introduction to LinkedIn and its interface
- Learn how to optimize and leverage your personal LinkedIn profile
- Create and manage a LinkedIn company page
- Learn how to run paid advertising campaigns on LinkedIn

YouTube Marketing (Self-Paced)

In this hands-on training workshop, learn how to effectively use YouTube for social media marketing and develop a successful business content strategy. This workshop covers all aspects of video-based social media marketing, from creating a channel and editing content to monetization and using Shopify with YouTube.

- Learn the history of YouTube and its social impact
- Develop a successful social media strategy
- Create content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- Learn how to identify your target audience and build a following on YouTube
- Ad creation and optimization

TikTok Marketing (Self-Paced)

Learn how to use TikTok for video-based marketing campaigns and create attention-grabbing content that drives sales and builds your following. This accelerated workshop explores the commercial side of TikTok and helps students develop a marketing strategy that works for them.

- Learn the history of TikTok and its social impact
- Develop a successful social media strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach

Social Media Content Marketing: Blogs & X (Twitter) (Self-Paced)

Discover the fundamentals of text-based social media marketing on platforms such as X (Twitter) and blogging. Gain insights into current trends and develop a strategic approach to marketing written content, including techniques for audience engagement and cross-platform blogging.

- Learn the fundamentals of content marketing and develop a strategy for blogging and writing-based social media
- Establish a brand identity through written content and engage your target audience effectively
- Set goals and metrics to measure the success of your content marketing efforts
- Learn marketing strategies for X (Twitter) and how to grow and engage an audience on the platform
- Create and share blog posts optimized for reach, engagement, and cross-platform distribution

Instagram Marketing Bootcamp (Self-Paced)

Learn how to develop a paid and organic marketing strategy for Instagram, including creating engaging content, mastering Stories, leveraging hashtags, capturing content, developing a community, creating a post cadence and collaborations. Also, discover how to create a business page, use paid advertising, and integrate Shopify with Instagram.

- Learn about the Instagram platform and its social impact
- Develop digital marketing strategies for Instagram
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- Learn how to build, target, and convert leads
- Master paid and organic marketing techniques

Facebook Marketing Bootcamp (Self-Paced)

Discover how to create and manage Facebook ad campaigns. Learn about business pages, Facebook groups, targeted ads, review conversion tracking, audience targeting, and the Meta Pixel. Explore the Facebook algorithm, Meta Business Manager, content and interactions, Shopify integration, Meta Ads Manager, and more in this comprehensive workshop.

- Develop a successful Facebook Marketing strategy
- Create visual content that increases engagement and drives sales
- Learn how to gain a following and expand your reach
- Use Facebook paid advertising for increased engagement and profit
- Learn how to create and manage successful Facebook ad campaigns
- Master setting up business pages, leveraging Facebook groups, and creating targeted ads
- Use conversion tracking, audience targeting, and the Meta Pixels to ensure that you earn a high return on your advertising budget

Streaming for Social Media (Self-Paced)

Discover how to utilize streaming in your social media strategy with this class on OBS for Streaming. Learn how to set up content sources, connect to your streaming accounts, and reach your goals on Twitch, YouTube, and TikTok platforms.

- How to set up OBS for streaming
- How to stream to Twitch and its benefits
- How to stream to YouTube and its benefits
- How to stream to TikTok and its benefits

Social Media Industry & Portfolio (Self-Paced)

In this capstone course, discover social media marketing opportunities and how to optimize your online presence for job success. Topics include brand research, campaign development, networking strategies for LinkedIn, and more. Prepare for a

career in social media management and content creation.

- Learn about earned-first creative thinking
- Develop original ideas
- Learn how to showcase them in a portfolio
- Optimize your résumé and LinkedIn profile
- Enhance your social media presence

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

Throughout this program, you will complete four projects to showcase in your portfolio:

Interactive Design System

- Build a responsive design system that applies shared colors, fonts, typography, and design tokens across desktop, mobile, social media, print, and dark-mode layouts.
- Create live previews that update automatically as design settings change, demonstrating how one cohesive visual system can adapt across platforms and formats.

Learn more about the Interactive Design System project.

Financial Dashboard with AI

- Build and deploy a working financial dashboard with accounts, transactions, charts, KPI cards, profitability metrics, anomaly alerts, and exportable reports.
- Integrate Claude to generate summaries and explain financial trends using figures calculated by your code, then create an Ask-Your-Data feature that analyzes uploaded CSV files and selects relevant visualizations.

Learn more about the Financial Dashboard with AI project.

Social Media Creative Studio

- Build an interactive application for creating coordinated social media graphics and campaign content across multiple platforms, formats, and aspect ratios.
- Develop reusable templates and creative controls for branding, typography, colors, imagery, layouts, and campaign messaging, with AI-assisted features for generating concepts, copy, and content variations.

Learn more about the Social Media Creative Studio project.

Marketing & Creative Studio

- Build and deploy a real AI marketing studio that turns performance data into campaigns: pull Google Analytics numbers into your own app and have Claude read them into plain-English insights grounded in the real figures.
- Generate on-brand email campaigns from a short brief and campaign imagery with the Google Gemini API, all anchored by a reusable brand kit, a content calendar, and an asset library, running two AI models inside one app.

Learn more about the Marketing & Creative Studio project.