



Facebook and Instagram Advertising Workshop

Saturday, September 14, 2019
MERVIS HALL 118 E
10AM- 5PM

The College of General Studies and the Joseph M. Katz Graduate School of Business have partnered to provide CGS students in the **Media and Professional Communications major** an opportunity to attend innovative workshops organized and presented by the Katz Center for Executive Education in collaboration with the Katz Center for Branding. These workshops have been designed to equip students with practical skills and knowledge in the digital field and give them a competitive edge.

Eligibility Criteria

In order to be eligible to participate in the workshop and qualify for the CGS grant, you must be:

-  a CGS Student pursuing Media and Professional Communications
-  currently enrolled for Fall Term 2019 (either part time or full time)
-  in your junior or senior year
-  in good academic standing with a minimum GPA of 3.0

APPLY NOW TO RESERVE YOUR CGS SEAT!

**APPLICATION DEADLINE:
September 4, 2019**

If you are interested and eligible to participate, let us know more about yourself by completing the [Online CGS Interest Application Form](#) no later than **Wednesday, September 4, 2019.**

WHY ATTEND THE WORKSHOP ?

- » The Facebook and Instagram Ad platform is an invaluable tool for marketers. In this 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.



Workshop Fees:

For Non-Katz Pitt Students \$200.



\$200 Grant through the CGS Academic Achievement Scholarship Program will pay for **eligible students.**

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CGS seats are limited to 3 & are allocated on a first-come, first-served basis.

To access the **CGS Interest Application Form**, visit: www.cgs.pitt.edu/events

For questions, contact Dr. Boryana Dobрева, CGS Director of Academic Programs, at boryana.dobрева@pitt.edu