

## Hello again SPS students!

Welcome to our second issue of **The Evening Account**; a newsletter designed specifically for SPS adult students. The theme of this issue is **innovation** and **change**! A lot of changes are happening here in Parsippany, and if you couldn't tell already our building is one of them! We hope you are all enjoying our brand new space, and for those of you that haven't had a chance to come see it yet please do. We are not only introducing new office and classroom spaces, but we have a brand new **quiet study**, a **new cafeteria** and we are so excited to debut our state of the art, innovative social media center of expertise, **#theVIBE**. Keep reading for more information about **#theVIBE**, what it is, how it all began and what courses are being held there starting promptly in May!

*"The program that Centenary is launching in Social Media will help fill the gap we see today in analytic talent and appears to be on the forefront of instilling the skills colleges should be teaching."*

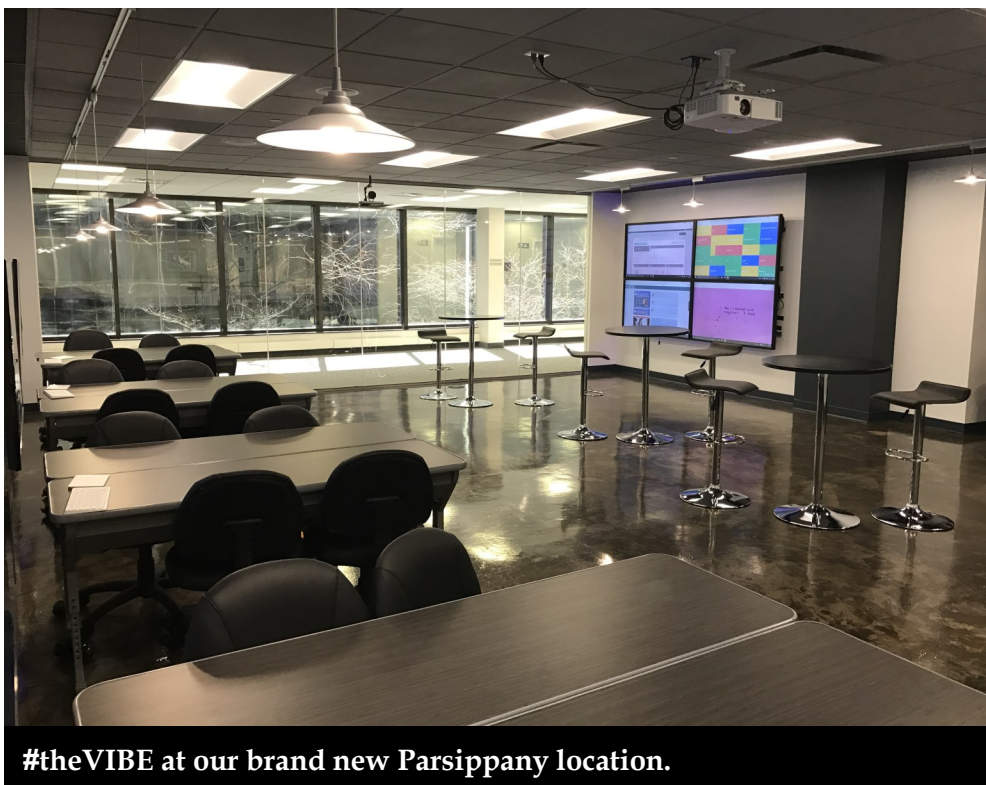
*- Kevin Hartman  
Google Head of Analytics*

## Our New Program!

Our new social media marketing program is **16 credits; 4 in depth classes** offered in on-ground and blended formats. Courses are **8 weeks long** with **rolling start dates**. Courses include:

- **BUS2050 Social Media Marketing**
- **BUS3045 Digital Advertising**
- **BUS3055 Digital Analytics**
- **BUS4050 Social Media Marketing Strategy & Consulting**

These courses can be taken as **electives** for your current degree, as a **Certificate** OR you can pursue Social Media Marketing as an **additional concentration**. If you have already taken **BUS2050**, it's just 3 more courses! Also embedded within the coursework are certifications in **Google** and **Facebook**. Talk to your program advisor today for more information!



**#theVIBE** at our brand new Parsippany location.

## So How Did We Get Here?

#theVIBE officially launched first on our main campus in Hackettstown in October 2015 as a location where our students can gain social media expertise and a place where businesses can leverage the knowledge of social media experts. The start of this program was so successful, that we have built a second **Social Media Center** here in Parsippany!

Students who are studying social media, will be quickly immersed in a **modern collaborative environment** at #theVIBE with its state of the art impressive touch screen video-wall streaming the latest social media data. This program keeps our students on the pulse of social media through interactive demos, customized video homework by social media experts and hands on use of industrial social media listening software.



## Pet Therapy at SPS!

Meet our very own **Mr. Hobbs**, SPS's first therapy dog. Mr. Hobbs is certified through **Bright and Beautiful Therapy Dogs, INC.** They are a nonprofit organization that evaluates, tests, trains and qualifies handlers and their well behaved dogs as therapy dog teams. Mr. Hobbs is an experienced therapy dog who works in pediatrics as well as in outpatient oncology units at **Monmouth Medical** in Long Branch, NJ.

*Did you know that petting a dog can lower your risk of stress and anxiety along with heart attacks and strokes?*

*Use of therapy dogs date back to WWII. Therapy dogs regularly visited recovering soldiers boosting their mood and optimism.*

*Talk to your program advisor about other stress and anxiety reduction techniques!*

## Meet our Social Media Marketing Staff!

Kathy Naasz, **Vice President for Innovation** and Tim Guella, **Director of Social Media** and an **Adjunct Instructor** have paved the way for our SPS students to not only receive a bachelor's degree in business with a concentration in social media marketing, but to experience social media and the world of data analytics in an immersive and collaborative experience.

Kathy and Tim have worked hard to launch the second #theVIBE here in Parsippany and are excited to begin sharing their curriculum as well as their analytic talent and knowledge with new students, current students and other working professionals who are looking to expand their skill set and/or to make a career shift. If you see them around campus, make sure to stop into the #theVIBE and say hi!

