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Business Innovation Group News (2010-2021)

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Social Media for business courses available

February 12, 2013



The advertisement features the logos for Advance Continuing Education and Georgia Southern University on the left. On the right, a hand-drawn diagram illustrates the relationship between various social media concepts. The diagram is structured as follows:

- At the top center is a box labeled "Web 2.0".
- Below "Web 2.0" are three boxes: "Social Networking" on the left, "Media" on the right, and "Content" in the center.
- Below "Content" are two boxes: "Community" on the left and "Interest" on the right.
- Below "Interest" is a box labeled "Friends".
- Lines connect "Web 2.0" to "Social Networking", "Media", and "Content".
- Lines connect "Social Networking" to "Community".
- Lines connect "Content" to "Community" and "Interest".
- Lines connect "Interest" to "Friends".

The Division of Continuing Education at Georgia Southern University is offering Social Media for Business courses at the downtown City Campus Entrepreneur Zone (E-Zone). Participants will discover how the three major social networking sites (Facebook, Twitter, and LinkedIn) can bring added value to a business, and how these tools are beneficial in today's business world. Students will learn how to effectively market their organization and effectively communicate with customers.

The cost is \$59 per person, or \$50 per person for businesses sending three or more attendants. Prices increase to \$69 and %60 respectively after April 1. Classes will be Tuesdays from 11:30a.m. to 1p.m. and start April 16, and go through May 7.

Courses including "Social Media and Your Image" for college and high school students are also being offered in the Nessmith- Lane Conference Center on Georgia Southern's campus. More information if available online here.

Deadline for the 2013 FastPitch Competition approaching

February 12, 2013



The deadline for the 2013 FastPitch competition is approaching fast! The last day to sign up is next Monday, Feb. 18, at 5p.m. Sponsored by Georgia Southern, Creative Coast and ATDC, the FastPitch is a one-day competition designed to give students and local entrepreneurs a chance to pitch their innovative ideas to potential investors. The FastPitch is welcoming to any and all types of ideas whether simple or more complex.

The competition allows entrepreneurs to introduce a three-minute presentation on their innovative idea which will then be assessed of its viability by local community leaders and academic professionals. The most promising ideas will be further, encouraged, supported and hopefully funded causing economic development.

Each applicant will be placed into one of the three categories: student entrepreneur, early stage or local entrepreneur. These three categories help organize and create more equality among competitors.

The first stage applicants will be judged and then invited to submit a full one-page executive summary, attend a training workshop and compete at the event. Judges drawn from local business angel investors and successful entrepreneurs will judge each pitch and the executive summary.

Prizes of money and services will be awarded to the winning pitches, and the overall winner will receive \$6,000.

Anyone interested in entering the competition should apply online at www.fastpitchcompetition.com. The deadline for all applications is **Feb. 18**. All applicants will be notified of their acceptance by Feb. 21. Students and local entrepreneurs with some type of entrepreneurship idea are encouraged to apply. The competition is set for March 28, 2013.