

**Collin College - Continuing Education  
COURSE SYLLABUS**

<b>COURSE INFORMATION</b>
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**Course Number:** WEBT 7130

**Course Title:** Internet Marketing Using Targeted Content

**Course Description:** In this course Students will learn the basics of Online Marketing.

**Suggested Course Prerequisite(s):** Familiarity with using computer, familiar with Social Media Sites.

**Course Resources:** Textbook(s): N/A

Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less

Publisher: McGraw-Hill; 1 edition

Language: English

ISBN-10: 0071819894

ISBN-13: 978-0071819893

**Student Learning Outcomes:**

Demonstrate effective design and creation of digital marketing content. Learn how to apply content marketing strategies to all traditional and digital marketing campaigns. Understand what valuable content is for the target niche and how they want to consume it.

**Certification Notes:** This course does satisfy one elective towards the Social Media Manager Certificate.

**Lesson Plan – by week or session:**

**Session 1:** Online Marketing Introduction, Content Marketing History,

**Session 2:** Case Studies, Epic Content Marketing

**Session 3:** Twitter and LinkedIn Content Marketing

**Session 4:** Online Video Marketing

**Session 5:** Content Marketing and Managing the Process

**Session 6:** eMail Marketing

**Course Sessions:** Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance.

Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.

Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to complete a certificate series within two years from start date of the first course taken.

**Refund Policy:** Please refer to [www.collin.edu/ce/infoRegistrar.html](http://www.collin.edu/ce/infoRegistrar.html) for our refund policy. No refunds after the start time of the first class.

**Americans with Disabilities Act:**

Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.