

**Collin College - Continuing Education
COURSE SYLLABUS**

COURSE INFORMATION

Course Number: WEBT 7135

Course Title: Internet Marketing Using YouTube

Course Description: In this course Students will learn the basics of marketing using YouTube, as well as how to monetize videos.

Suggested Course Prerequisite(s): Familiarly with using a computer, familiar with Social Media sites.

Course Resources: (Optional)

YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer

By Sean Cannell and Benji Travis

ISBN-13: 9781544511818

Student Learning Outcomes:

Understand the philology of online video, understand the basics of video creation, setting up a YouTube Channel, and how to monetize videos. This course would be best enjoyed by those with an established business.

Certification Notes: N/A

Next course recommendation: Business Intelligence Using Google Analytics

Lesson Plan – by week or session:

Session 1: Getting Started With YouTube Channels

Session 2: Making Good Videos and Not
Making Bad Videos

Session 3: Putting it All Together to Capture Some Video

Session 4: Growing and Knowing your Audience

Session 5: YouTube Channels are Serious Business

Session 6: Reviewing your YouTube Video

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 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.