COURSE INFORMATION

Course Number: WEBT 7385

Course Title: Internet Marketing The Value First Strategy

Course Description: In response to today's inherently digital consumers, marketers are left to adapt to the new customer sales cycle and determine the best way to engage with digitally empowered customers. Digital channels no longer represent 'a cheaper way' to interact with consumers; they are critical for executing promotions, increasing sales, and engaging with potential customers. Learn how to execute a digital-first strategy by putting digital at the forefront of their customer experience.

Suggested Course Prerequisite(s): Social Media Marketing Technologies Basics, WordPress Basics.

Course Resources: Textbook(s): N/A

Student Learning Outcomes:
Understand digital content marketing strategy beyond sharing the first piece of valuable content. Learn how to integrate all the moving parts of a successful digital marketing strategy – email, social media, search, and more. Hands-on practical application and use of management and monitoring platforms.

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

Next course recommendation: N/A

Lesson Plan – by week or session:

Session 1: How to make your digital content marketing strategy consumer friendly?
Session 2: Viral Marketing: Crafting shareable content.
Session 3: Conducting digital marketing research to investigate your target and
         Competitors.
Session 4: Optimizing digital connections between online platforms.
         Setting up digital community to interact and engage for optimal results and
         Analytics.
         Comprehensive 'how-to' on the latest technologies for different strategies.
         Online reputation management and monitoring.

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.