

Collin College - Continuing Education

COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7670

Course Title: Digital Marketing Bootcamp

Course Description: This high-intensity class targets individuals who are new to the field and looking to grow their careers. Topics covered include digital trends and technology, social media, content creation, local, mobile, and email marketing.

Suggested Course Prerequisite(s): n/a

Course Resources: None

Student Learning Outcomes: Students will learn about emerging digital marketing technologies; building strong value propositions; utilizing social, local and mobile marketing to acquire customers.

Next course recommendation: *(optional)*

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.

Lesson Plan – by week or session:

Session 1: Implications and use cases for new/emerging digital marketing technologies. Topics will include Location based Services and Applications, Cashless Payments, Internet of Things, Augmented Reality, Big Data and more. After completing this session, students will be familiar with practical applications of using the above technologies in digital campaigns.

Session 2: Increase customer acquisition by developing strong value propositions and building cohesive content strategies. Topics will include content creation, value propositions and customer segmentation. After completing this session, students will be familiar with how to create strong value propositions across multiple customer segments.

Session 3: Build a strong brand through social, local, mobile and email marketing. Topics will include Social, Local, Mobile and email Marketing. After completing this session, students will be familiar with the use of the above channels to support various marketing initiatives.