

Blogging
CD205

Hours : In Class 12 Clinical Total 12

Description

This introductory course will give you hands on experience with setting up and running your very own blog. Whether you're looking to start blogging for business, for pleasure, or any in between reason to keep an online media presences, this class is for you. You'll set up your own blog, discuss ways to find your niche audience, how to attract and retain those followers, as well as explore options to monetize your blog. With 3 separate assignments and peer reviews, you'll be up and running as a pro in no time.

Learning Objectives

- Create and publish a blog
- Identify purposes and niche audience for blog
- Outline an editorial calendar for one month of blog posts related to niche topics.
- Explore, compare, and define networking and revenue generating strategies.

Teaching Philosophy

We believe that instructors, staff, and administrators have a shared responsibility to provide: 1) innovative course design and instruction; 2) a safe, learner-centered environment; and 3) an authentic learning experience.

Student Responsibilities

To ensure a quality and safe learning environment, students are required to follow the Post-Secondary Student Behavior policy #560. This policy can be found at www.mntc.edu/board-policies. Printed copies are available upon request.