



MOORE NORMAN
TECHNOLOGY CENTER

Course Syllabus

Digital Marketing Bootcamp
CD901

Hours : In Class 12 Clinical 0 Total 12

Description

If you're starting up the digital arm of a small business, or just looking for insight on digital marketing from square one, this class is for you. Focusing on your business, you'll explore marketing techniques to find where online your audience is, what they are searching for, and how to reach them. Dig into search engine optimization concepts, online business strategies, and bridge over to social media for brand awareness. This is the perfect class to follow "Website in a Weeknight" and/or "e-Commerce with Wordpress".

Prerequisites

Internet skills. Or classes on internet skills such as Website in a Weeknight and/or e-Commerce with Wordpress

Learning Objectives

- Identify fundamental concepts of SEO
- Explore optimized keywords for your site and business goals
- List content marketing strategies around your SEO keywords
- Expand brand awareness to engage with target audience

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.