

Collin College - Continuing Education COURSE SYLLABUS

COURSE INFORMATION

Course Number: MRKT 7660

Course Title: Social, Local, Mobile and Email Marketing

Course Description: This course will focus on the importance of Local Search, Social Media, and Mobile & Email marketing as part of the digital marketing mix.

Suggested Course Prerequisite(s): Branding, Logos and Multimedia

Course Resources: N/A

Student Learning Outcomes:

1. Learn about integrating various channels - Local, Social, Mobile and Email into your marketing campaigns
2. Customer Relationship Management (CRM)
3. Understand key drivers and benefits of each channel
4. Develop content and compelling messages for each channel and campaign
5. Analyze results, conduct A/B testing, and refine messaging
6. About CAN-SPAM Act

Certification Notes: This is a certificate series.

Next course recommendation: Search Engine Marketing Optimization

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.

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.

Lesson Plan – by week or session:

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.