

Collin College - Continuing Education
COURSE SYLLABUS

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| COURSE INFORMATION |
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Course Number: WEBT 7380

Course Title: Email-Marketing

Course Description Learn the fundamentals behind good email marketing campaigns, email copywriting, email deliverability, statistics, and more. From design and delivery to testing and analysis, this course gives you the information, guidance and practical experience to create effective, results-driven email campaigns.

Suggested Course Prerequisite(s): N/A

Course Resources: Textbook(s): N/A

Student Learning Outcomes:

To learn how the elements of email marketing work together. Successfully integrating email marketing with your social marketing and online sales.

1. Build smarter email programs to maximize ROI
2. Email automation and segmentation
3. Template design strategy
4. Dynamic content creation
5. Increase subscribers
6. Analyzing for increased engagement and views.

Certification Notes: This course can be used toward the Social Media Manager & Social Media Director Certificates. Be prepared for step-by-step hands-on instruction with email services' accounts

Next course recommendation: N/A

Lesson Plan – by week or session:

Session 1: Designing high engaging email templates

Session 2: Email marketing tactics

Goals and objectives

Acquisition vs. retention

Do's and don'ts in email marketing

Session 3: Copywriting, image design, engagement

Session 4: Planning your Content Calendar

Segmenting and drip campaigns

Session 5: Maximize email deliverability

Session 6: Successfully Measuring Email Performance

Leveraging one of the highest ROI driving digital mediums, even today

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.