Course Title: Email Marketing

Instructor: Ed Sanders

Course web page: http://www.collin.edu/ce/courses/small-biz-email-marketing.html

Course Description: Learn how to select and use an ESP (email service provider) to grow your business and increase profits.

Suggested Course Prerequisite(s):

Materials Needed:

Course Objectives:
1. Develop an understanding of the role of email marketing in growing your business.
2. Learn best practices for measuring and achieving results.
3. Learn the governing laws using email.
4. Acquire knowledge of multichannel digital marketing - integrating email with offline marketing, social media, SEO, etc.
5. Learn how to select the right email service provider (ESPs) for your business.

Instructor Notes: None

Textbook(s): None needed

Lesson Plan:

I. Introduction To Email Marketing
   1. What is Email Marketing
   2. Why Email Marketing is #1
   3. Segmentation, Personalization, and Automation
   4. The Email Marketing Lifecycle
   6. Measurement: Deliverability, revenue, and more
   7. Individual project (due beginning of next class)

II. Email Marketing Best Practices
   1. Security
   2. Target Marketing via Segmentation
   3. Personalization via Dynamic Content and Website Analytics
   4. Automated Campaigns
   5. Preference Centers
   6. Social Email: Integration of Mobile, Social, and Text
   7. CASL and other regulations
   8. Growing your subscriber list
   9. Individual project (due beginning of next class)

III. What’s Happening In The Marketplace
1. Review 4 Case Studies (verticals subject to change based on class participants’ interest)
   1. Retail
   2. Government
   3. Education
   4. Healthcare
2. Review Annual Study of Consumer Views on Email Marketing
3. Individual project (due beginning of next class)

IV. Getting Started
1. How to select an ESP
   1. Types of ESPs
   2. Requirements definition
2. IT – Marketing collaboration
3. Organization structure
4. Goal setting
   1. ID and leverage your Social Influencers
   2. What else?

**Course Sessions:** listed are a guideline 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.

**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-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information. 
[http://www.collin.edu/studentresources/personal/studenthandbook.aspx](http://www.collin.edu/studentresources/personal/studenthandbook.aspx)