Course Title:  Branding and Multimedia Ads

Instructor:  Dave Lobo

Course Description:
Examine keywords, slogans, mascots and jingles in various multimedia formats. Employ dynamic keyword insertion to convey your message to the targeted audience. Optimize landing pages to take your potential customers directly to the information they want.

Course Prerequisite(s):
N/A

Course Objectives:
1. Examine keywords, slogans, mascots and jingles in various multimedia formats.
2. Employ dynamic keyword insertion to convey your message to the targeted audience.
3. Optimize landing pages to take your potential customers directly to the information they want.

Next Class Possibilities:
Spring 2014

Lesson Plan – by week or session

Session 1:  Examine keywords, slogans, mascots and jingles in various multimedia formats.
Session 2:  Employ dynamic keyword insertion to convey your message to the targeted audience.
Session 3:  Optimize landing pages to take your potential customers directly to the information they want.
Session 4:  Overview of specific industry branding campaigns