Course Title: Internet Marketing Using Targeted Content

Course Description:
In this course Students will learn the basics of Online Marketing

Course Prerequisite(s):
Familiarity with using computer, familiar with Social Media Sites.

Course Objectives:
Understand Online Marketing and how to use it for personal and business purposes.

Textbook(s):
Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less
Publisher: McGraw-Hill; 1 edition
Language: English
ISBN-10: 0071819894

Lesson Plan – by week or session
Session 1: Online Marketing Introduction
Session 2: Facebook Marketing
Session 3: Twitter and LinkedIn Marketing
Session 4: Online Video Marketing
Session 5: Content Marketing
Session 6: eMail Marketing