Course Title: Internet Marketing Using YouTube

Course Description:
In this course Students will learn the basics of marketing using YouTube, as well as how to monetize videos.

Course Prerequisite(s):
Familiarly with using a computer, familiar with Social Media sites

Course Objectives:
Understand the philology of online video, understand the basics of video creation, setting up a YouTube Channel, and how to monetize videos.

Certification Notes:

Next Class Possibilities:
Search Engine Optimization, Social Media, WordPress

Instructor Notes:
This course would be best enjoyed by those with an established business.

Textbook:
YouTube Channels For Dummies 1st Edition
by Rob Ciampa, Theresa Moore, with John Carucci
ISBN-10: 1118958179

Lesson Plan – by session
Session 1: Getting Started With YouTube Channels
Session 2: Making Good Videos and Not Making Bad Videos
Session 3: Putting it All Together to Capture Some Video
Session 4: Growing and Knowing your Audience
Session 5: YouTube Channels are Serious Business
Session 6: Reviewing your YouTube Video

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)