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):
Familiarity with using computer, familiar with Social Media Sites.

Course Objectives:
Understand the philology of online video, understand the basics of video creating, set up a YouTube Channel, monetize videos.

Textbook(s):
YouTube Strategies 2014: Making and Marketing Online Video
Publisher: CreateSpace Independent Publishing Platform (February 1, 2014)
Language: English
ISBN-10: 1495935736

Lesson Plan – by week or session
Session 1: Online Video Marketing Introduction
Session 2: Youtube Channels and Genres
Session 3: Video Production Basics
Session 4: Video Editing Basics
Session 5: Monetizing Videos
Session 6: Adwords for Video introduction