Course Title:  Online Marketing for Filmmakers

Course Description:
Effectively use of the Internet to market your project.

Course Prerequisite(s):
Advanced Video Editing, or equivalent experience.

Course Objectives:
Demonstrate use of blog, social media, and email marketing to create a video marketing campaign.

Lesson Plan – by week or session
Session 1:  Having an Online Presence
Session 2:  Social Media
Session 3:  YouTube
Session 4:  Advertising Your Film
Session 5:  E-mail Marketing
Session 6:  Examples of Social Media Film Campaigns

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