Course Title: Online System for Small Business Success

Course Description:
Build a complete online presence to support a successful small business or non-profit. In this fast-paced, hands-on course you'll develop a professional, search-engine-optimized (SEO) website with integrated content and email marketing, analytics, social media and Google tools.

Course Objectives:
Create an online website/system with compelling content; analyze website activity and improve results; research valuable keywords and competitor's online activity; perform email and pay-per-click marketing.

Instructor Notes:
This is a comprehensive, fast-paced course that will cover a lot of ground. Be prepared to spend time in-between classes on specific “homework”, or you will fall behind. Some additional small student-paid expenses will be necessary for optimal results, including website domain registration (around $10, if needed), website hosting ($25/month), and Google AdWords (pay-per-click) cost (varies, but we will initially keep the amount small just for testing and learning).

Those who do not have a current website or are willing to rebuild theirs will get the most out of this class. We will use the free, open-source Drupal content management system (CMS) to build websites. For students who do already have a business website, those with a Drupal-based website will get more out of this course than those using a different system (such as Wordpres) as the optimization techniques and plugins used will all be based on Drupal.

Lesson Plan – by week or session
1. Introduction, Basic Concepts, Goal Setting, Begin Initial Website
2. Continue Website- Look & Feel, Basic Functionality, Launch Website, Basic Google Tools
3. Advanced Google Tools & Analytics, Keywords, Content and Inbound Marketing
4. Social Channels and Sharing, Media (Photos, Video, Sound), Email Marketing
5. More Website Functionality, Link Building, Metadata and On-Page SEO
6. Ongoing Website and Marketing Maintenance, CRM tools, Going Forward and Review

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