



Western Technical College

10104176 Digital Advertising

Course Outcome Summary

Course Information

Description	Explore the world of advertising on the Internet through display, text, pay-per-click, mobile, email and text messages. You will learn how to initiate, manage and evaluate digital advertising effectively and efficiently.
Career Cluster	Marketing
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Textbooks

Digital Marketing Essentials: A Comprehensive Digital Marketing Textbook. Larson, Jeff and Stuart Draper. Publisher: Stukent Inc. **ISBN-13:** 978-0-692-22688-9. Required.

Mimic Pro Simulator. Publisher: Stukent Inc. **ISBN-13:** 978-0-9967900-3-1. Required.

Program Outcomes

1. Develop digital marketing strategies to anticipate and satisfy market needs.
2. Create digital marketing content for products, services, images, and ideas.
3. Integrate tools and technology for digital marketing initiatives.
4. Analyze the effectiveness of marketing outcomes.

Course Competencies

1. Explore Search Engine Optimization

Assessment Strategies

- 1.1. Certification Exam
- 1.2. Simulation

Criteria

You will know you are successful when

- 1.1. you identify the tools available for key word identification.
- 1.2. you apply the tools for key word identification.

Learning Objectives

- 1.a. Discuss the theory of search engine algorithms.
- 1.b. Investigate the current best practices for search engine optimization.
- 1.c. Identify ways to keep current with the nuances of search engine optimization.
- 1.d. Choose the best keywords for existing web site.

2. Integrate paid search advertising on a web site.

Assessment Strategies

- 2.1. Certification Exam
- 2.2. Simulation

Criteria

You will know you are successful when

- 2.1. you choose key words to accomplish marketing goals.
- 2.2. you create landing pages based on key words.
- 2.3. you create a paid ad based on key words.
- 2.4. you develop content based on key words.

Learning Objectives

- 2.a. Review paid search advertising.
- 2.b. Prepare advertisements for keywords.
- 2.c. Implement paid advertising campaign
- 2.d. Examine results of advertising campaign.
- 2.e. Implement changes to advertising campaign
- 2.f. Explain how paid search advertising can increase visits and/or conversations on a website.

3. Examine internet advertising tools.

Assessment Strategies

- 3.1. Certification exam
- 3.2. Simulation

Criteria

You will know you are successful when

- 3.1. you take the Google Ad Fundamentals Certification.
- 3.2. you apply knowledge through the Mimic Pro simulation.

Learning Objectives

- 3.a. Review internet advertising tools.
- 3.b. Review internet advertising strategies.
- 3.c. Describe the role of display/banner, Social Media and Mobile ads
- 3.d. Choose the best internet advertising tools to meet your strategy.
- 3.e. Investigate tools through the Google Ad Fundamentals certification course.

4. Explore digital advertising via email.

Assessment Strategies

- 4.1. Certification Exam
- 4.2. Simulation

Criteria

You will know you are successful when

- 4.1. you take the HubSpot Email Marketing certification exam.
- 4.2. you apply knowledge through the Mimic Pro simulation.
- 4.3. you create a paid search ad based on established goal.
- 4.4. you review analytics.
- 4.5. you make revisions as needed.

4.6. you achieve the goal as established in MimicPro.

Learning Objectives

- 4.a. Review email list sources.
- 4.b. Explore methods for acquiring an email list.
- 4.c. Explore the CAN-SPAM act.
- 4.d. Discuss email marketing regulations and their implications.
- 4.e. Explore the HubSpot Email Marketing certification.

5. Prepare an email campaign for a product or service.

Assessment Strategies

- 5.1. Certification Exam
- 5.2. Simulation

Criteria

You will know you are successful when

- 5.1. you apply knowledge through Mimic Pro simulation.
- 5.2. you take the HubSpot Email marketing certification exam.
- 5.3. you create an email based on established goal.
- 5.4. you review analytics.
- 5.5. you make revisions as needed.
- 5.6. you achieve the goal as established in MimicPro.

Learning Objectives

- 5.a. Identify list sourcing, email delivery and basic email construction.
- 5.b. Compare email software tools.
- 5.c. Explore email software functionality.
- 5.d. Implement email for campaign.
- 5.e. Interpret email campaign results.
- 5.f. Apply changes to email campaign

6. Prepare landing pages for each marketing campaign tool.

Assessment Strategies

- 6.1. Certification Exam
- 6.2. Simulation

Criteria

You will know you are successful when

- 6.1. you apply knowledge through Mimic Pro simulation.
- 6.2. you create landing page based on established goal.
- 6.3. you review analytics.
- 6.4. you make revisions as needed.
- 6.5. you achieve the goal as established in MimicPro.

Learning Objectives

- 6.a. Review landing page best practices.
- 6.b. Illustrate landing pages for each chosen tool.
- 6.c. Determine location and navigation structure.

7. Explore online reputation management.

Assessment Strategies

- 7.1. Certification Exam
- 7.2. Simulation

Criteria

You will know you are successful when

- 7.1. you maintain consistency in messages throughout campaigns.
- 7.2. you use honest and ethical practices.
- 7.3. you follow laws and regulations for the industry.

Learning Objectives

- 7.a. Explore how to maintain consistency in message.
- 7.b. Implement honest and ethical content.
- 7.c. Identify laws and regulations for the industry.

8. Correlate Integrated Marketing Communications to online reputation management.

Assessment Strategies

- 8.1. Certification Exam
- 8.2. Simulation

Criteria

You will know you are successful when

- 8.1. you identify implications of inconsistent practices.
- 8.2. you verify your paid search ad and email messaging direct visitors to the same landing page.
- 8.3. you make revisions based on the metrics.
- 8.4. you determine if campaign goal has been met.

Learning Objectives

- 8.a. Review Integrated Marketing Communications.
- 8.b. Review online reputation.
- 8.c. Prepare paid search ad, email campaign, and landing page.