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


Course Competencies

1. **Explore Search Engine Optimization**

   Learning Objectives
   1.a. Discuss the theory of search engine algorithms.
   1.b. Investigate the current best practices for search engine optimization and how to keep current with the nuances of search engine optimization.
   1.c. Choose the best keywords for existing web site.

2. **Utilize paid search advertising to increase visits to and/or conversions on a web site.**

   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

3. **Choose the best internet advertising tools to meet your strategy.**

   Learning Objectives
   3.a. Review internet advertising tools.
   3.b. Describe the role of display/banner, Social Media and Mobile ads
4. **Explore email list sources and the legal implications of how they were obtained.**

   Learning Objectives
   4.a. Review email list sources.
   4.b. Discuss email marketing regulations and their implications.

5. **Prepare an email campaign for a product or service including list sourcing, email delivery and basic email construction using an email campaign tool.**

   Learning Objectives
   5.a. Compare email software tools.
   5.b. Explore email software functionality.
   5.c. Implement email for campaign.
   5.d. Interpret email campaign results.
   5.e. Apply changes to email campaign

6. **Prepare landing pages for each marketing campaign tool.**

   Learning Objectives
   6.b. Illustrate landing pages for each chosen tool.
   6.c. Determine location and navigation structure.

7. **Show the importance of Integrated Marketing Communications and online reputation management in an organization’s marketing strategy.**

   Learning Objectives
   7.a. Review Integrated Marketing Communications.
   7.b. Review online reputation.
   7.c. Examine online reputation management.