

Updated Course Plan | REVISED 5/3/2018

Week 1 - 4/1/18 - Course Overview, Creating Videos with Smart Phones

Week 2 - 4/8/18 – Creating Your ICA, Blogging, and Wordpress

Week 3 - 4/15/18 –Social Media Marketing

Week 4 - 4/22/18 – SEO & SEM Marketing

(Guest: Sean Glassford: SOU Webmaster)

Week 5 - 4/29/18 – Quiz and Mid-Term

Week 6 - 5/6/18 - Google Adwords & Google Certification, Email Marketing

(Guest: Bud Torcom – Facebook/IG, President, Mazama Media)

Week 7 - 5/13/18 – Mobile Marketing (Introduce Final Project)

Week 8 - 5/20/18 – eCommerce

(Guest: Scott Anderson/Kevin McMillian - CORE BUSINESS)

Week 9 - 5/27/18 – Online Reputation Management

Week 10 - 6/3/18 – Google Certification Presentations

Week 11 – 6/10/18 – Final Projects & BA536 Presentation (Rachel Humpton)