



Internet and Digital Marketing Certificate

This program focuses on helping marketers build and sustain successful, integrated digital media marketing programs, an indispensable part of effective marketing. Marketing professionals with expertise in this area are invaluable assets to any organization as emerging technology continues to affect the way marketing is practiced today.

Program Modules:

1. Email Marketing: Generating Leads and Boosting Sales with a Strategic Email Program (4 hours)
2. Inbound Marketing: The Next Phase of Marketing on the Web (6 hours)
3. Digital Strategy: Integrating Your Interactive Marketing Assets and Tools to Achieve Measurable Results (4 hours)
4. Examining Social Media Networks for Brand Value (5 hours)
5. Content Development Strategies for Digital Marketing (5 hours)
6. Web Design (4 hours)

MODULE DATES, TIMES AND LOCATIONS

Module 1: March 15, 8:30a-12:30p, ST-N 2100

Module 2: March 22, 8:30a-3:00p, ST-N 2100

Module 3: April 5, 8:30a-12:30p, ST-N 2100

Module 4: April 12, 8:30a-2:00p, ST-N 2100

Module 5: April 19, 8:30a-2:00p, ST-N 2160

Module 6: April 26, 8:30a-12:30p, UH-4310

ABOUT THE PROGRAM

CERTIFICATE HOURS:

6 MODULES, 28 HOURS

PROGRAM COST:

\$699 PER STUDENT

CLASS LOCATIONS:

MODULES 1-5

- STRANAHAN HALL-NORTH-2100

MODULE 6

- UNIVERSITY HALL-4310

MODULE 1: EMAIL MARKETING - GENERATING LEADS AND BOOSTING SALES WITH A STRATEGIC EMAIL PROGRAM (4 HOURS)

Module Content and Objectives:

Email marketing is often the life blood of many businesses. It helps retail and e-commerce businesses to generate new sales, and professional services companies to generate new leads and build trust with existing clients. In this session, learn to deliver compelling, relevant, and effective email marketing campaigns. Using successful email campaigns by other businesses you will learn how to design, build and execute a successful email marketing program for your company. You will learn what strategies work well, where the pitfalls are and how to avoid them.

Upon completion of this section you will be able to:

- Build a responsive email list of prospects and customers
- Plan and develop an email marketing strategy
- Execute a successful email campaign including choosing a platform, learning effective message development, copywriting, how to build powerful landing pages, tracking and testing
- Use your data and results to improve future email campaigns

Instructor:

Michael Temple, President of Temple Development Company, LLC and adjunct professor for The University of Toledo. He works full time as a consultant to businesses of all sizes on the topics of Internet and direct marketing. In addition, as a professional speaker and trainer he travels around the country providing programs on Internet marketing, email marketing, copywriting and search engine marketing to professional associations and corporations. He has a number of published articles in various trade journals and online publications.

Date/Time/Location:

Date: Friday, March 15

Time: 8:30 am – 12:30 pm

Location: ST-N 2100 (Savage and Associates Complex for Business Learning and Engagement)

MODULE 2: INBOUND MARKETING - THE NEXT PHASE OF MARKETING ON THE WEB (6 HOURS)

Module Content and Objectives:

Inbound Marketing is marketing focused on getting found by customers actively searching for products and services online. Ten years ago, companies reached their consumers through trade shows, print advertising and other traditional marketing methods. Today, consumers start their shopping experience by looking on the Internet, the blogosphere and social media sites. If surfers and mobile phone shoppers cannot find your business online, you don't exist to them.

In this section, we will focus on the three components of Inbound Marketing:

(1) Content - Content creation is the core of any Inbound Marketing campaign. It is the information or tool that attracts potential customers to your site or business.

(2) Search Engine Optimization - Search engine optimization makes it easier for potential customers to find your content. It is the practice of building your site and inbound links to your site to maximize your ranking in search engines, where most of your customers begin their buying process.

(3) Social Media - Social media amplifies the impact of your content. When your content is distributed across and discussed on networks of personal relationships, it becomes more authentic and nuanced, and is more likely to draw qualified customers to your site.

Topics include:

- Inbound Marketing: What is it and Why is it Important
- Developing a Keyword Strategy
- How to Blog Effectively for Business
- How to Implement SEO to Improve Search Traffic
- PR for Inbound Marketing
- Building Social Media Communities for Business Growth
- Converting Leads Through Website Calls-to-Action and Landing Pages
- Lead Nurturing Through Email Marketing
- Measuring Online Marketing Success

Instructor:

Patrick Giammarco is the owner of PWG Marketing and an adjunct faculty member for The University of Toledo. As a Certified Duct Tape Marketing Consultant, Patrick offers marketing consulting and digital technology coaching services to small businesses. He has 16 years of corporate marketing and branding experience with Libbey Glass, Calphalon, Microsoft and The University of Toledo and is a founding member of Social Media Breakfast Toledo. Patrick holds a BSBA in marketing from Bowling Green State University and an MBA from The University of Toledo.

Date/Time/Location:

Date: Friday, March 22

Time: 8:30 am – 3:00 pm (half-hour break for lunch)

Location: ST-N 2100 (Savage and Associates Complex for Business Learning and Engagement)

MODULE 3: DIGITAL STRATEGY - INTEGRATING YOUR INTERACTIVE MARKETING ASSETS AND TOOLS TO ACHIEVE MEASURABLE RESULTS (4 HOURS)

Module Content and Objectives:

Keeping up with the ever-changing digital world is a challenge. To deliver compelling, relevant, and effective digital programs, you must have a comprehensive framework for identifying the most common drivers of digital communications and interactive experiences. And you must be able to create insightful strategies that define and guide a wide array of activities required to bring your digital experiences to life. Using practical cases and theoretical notes, this four-hour session will illustrate how to plan, design and manage digital marketing campaigns on the web or through mobile phone applications.

Upon completion of this section, you will have the ability to:

- Develop a digital deployment plan to solve digital marketing problems;
- Plan for integrated deployment of digital initiatives, including websites, search, e-mail, social media, and mobile campaigns, and various online promotions;
- Conduct consumer research in order to produce effective integrated digital campaigns;
- Show how to achieve better results in digital spending, and return on marketing investment.

Instructor:

Iryna Pentina (PhD) teaches Internet Marketing, Marketing Research and Integrated Marketing Communications at The University of Toledo. She has published over twenty peer-reviewed articles in the area of digital marketing, and has presented her research at numerous scientific conferences. As the faculty director of the UT Interactive Marketing Initiative, she organizes and brings to the community such practitioner-oriented events as UT Annual Internet Marketing Conference and the UT Series of Interactive Marketing Seminars and Workshops.

Date/Time/Location:

Date: Friday, April 5
Time: 8:30 am – 12:30 pm
Location: ST-N 2100 (Savage and Associates Complex for Business Learning and Engagement)

MODULE 4: EXAMINING SOCIAL MEDIA NETWORKS FOR BRAND VALUE (5 HOURS)

Module Content and Objectives:

Social media is not simply today's trendy marketing play; it's here to stay and has impacted every aspect of sales, marketing and growing a business. Social media is ideal for companies, sales teams or entrepreneurs looking to enhance their online presence. Typically, companies seeking this solution are looking to do one or more of the following:

- Increase the number and quality of leads in their pipeline
- Increase market share
- Enter a new market beyond their local geographic area or to attract audiences that are online savvy
- Establish credibility and strengthen relationships
- Monitor real-time consumer response to offerings and keep an eye on the competition

At the end of this section, you will be able to effectively and efficiently integrate social media into your overall sales and marketing plan. Topics include:

- **Creating a Social Media Strategy** - Before choosing your social media tactics, you need to align your activities with your objectives. One of the best ways to do this is to listen first. In this session, we design your social media listening station.
- **Optimizing Brand Assets** - Social media sites afford a great opportunity to create outposts for your content. Here we will look at the best ways to create and optimize profiles and other social media real estate.
- **Bloggng for Business** - Maybe you have a blog; if not, you've surely heard about them. In this session we dive into why every small business should consider a blog for the central hub of their social media strategy. Session will include discussion of best practices.
- **Social Networking and Networks** - Creating profiles on the major social networking sites isn't enough. Here we cover the best practices for creating engagement on Twitter, Facebook and LinkedIn.
- **Managing the Beast** - The burden of attempting to keep up with the set of actions required to participate fully in social media can overwhelm. In this session, we create your social media system in an attempt to bring it all together so you can balance input with ROI.

Instructor:

Patrick Giammarco is the owner of PWG Marketing and an adjunct faculty member for The University of Toledo. As a Certified Duct Tape Marketing Consultant, Patrick offers marketing consulting and digital technology coaching services to small businesses. He has 16 years of corporate marketing and branding experience with Libbey Glass, Calphalon, Microsoft and The University of Toledo and is a founding member of Social Media Breakfast Toledo. Patrick holds a BSBA in marketing from Bowling Green State University and an MBA from The University of Toledo.

Date/Time/Location:

Date: Friday, April 12
Time: 8:30 am – 2 pm (half-hour break for lunch)
Location: ST-N 2100 (Savage and Associates Complex for Business Learning and Engagement)

MODULE 5: CONTENT DEVELOPMENT STRATEGIES FOR DIGITAL MARKETING (5 HOURS)

Module Content and Objectives:

In today's digital age, a successful social media strategy is dependent on creating compelling digital content that provides information of value to the target market. People already are talking about your company via social media; now learn how to lead that conversation to achieve your organization's goals. With the aid of discussions, readings, and hands-on exercises, students will 1) inventory their company to determine which assets hold value for prospective customers and/or "trade up" potential for current customers 2) identify potential digital content and 3) determine which medium (text, video, audio or a combination) most effectively presents the message in a digital format. Once the content has been created, various digital marketing channels (e.g. social media, apps, blogs, Web, videos, etc.) will be used to successfully achieve the organization's strategic goals.

Instructor:

Ms. Drummond holds a Master of Arts degree in Journalism from Michigan State University and has worked as a reporter for numerous daily newspapers including The Toledo Blade and The Lansing State Journal. Her foray into teaching began with a newswriting course at Adrian College. Today, Ms. Drummond is an associate lecturer in the Communication Department at The University of Toledo where she specializes in the rapidly-developing world of digital and social media. She created a new course called "Convergent Media," which incorporates creating digital content via text, audio, video, photography and the latest social media networking sites.

Date/Time/Location:

Date: Friday, April 19
Time: 8:30 am – 2:00 pm (half-hour break for lunch)
Location: ST-N 2160 (Savage and Associates Complex for Business Learning and Engagement)

MODULE 6: WEB DESIGN (4 HOURS)

Module Content and Objectives:

During this module we will provide you with the in-depth knowledge of web design principles and the process of creating a website development plan. Through hands-on experience you will learn the basics of how to create functional websites for multiple platforms with Adobe Dreamweaver CS6. This process is unique in that you can work on your own material to design a website for your company or your own e-portfolio. The module has a strong emphasis on design, accessibility and search engine optimization techniques.

Upon the completion of this course, you will be able to:

- Demonstrate understanding of the principles of web design.
- Develop a web site development plan.
- Demonstrate understanding of responsive web design.

Session 1: Web design principles – Usability

Session 2: Creating a web site development plan

Session 3: Creating a fluid responsive web design with Dreamweaver CS6.

Instructor:

Dr. Peter You, Director for Faculty Support and Special Projects, UT Learning Ventures, holds a doctoral degree in Curriculum and Instruction: Educational Media and a master's degree of science in Instructional Technology. He has substantial experience in online learning, instructional design and technology, and multimedia production. He has taught Web Design for Business Communication and Technology and Multimedia in Educational Environments at The University of Toledo.

Date/Time/Location:

Date: Friday, April 26
Time: 8:30 am – 12:30 pm
Location: UH-4310 (University Hall)

REGISTRATION INFORMATION

Internet and Digital Marketing Certificate — March 15–April 26, 2013

Deadline for Registrations: March 7, 2013

Phone: Call 419-530-2036.

Fax: Fax the completed registration form to 419-530-6177.

Mail: Mail the completed registration form and check or credit card information to:

The University of Toledo, College of Business and Innovation
Executive Center for Global Competitiveness—Mail Stop 103
2801 W. Bancroft St., Toledo, OH 43606-3390.

Name	Title	
Organization		
Address		
City	State	Zip Code
Home phone	Business phone	Cell phone
Fax number	Email	

Please register me for the Internet and Digital Marketing Certificate Program:

- ☐ IDM Certificate: 6 Modules, 28 hrs., \$699
- ☐ Locations: Modules 1—5, ST-N 2100 (Savage and Associates Complex for Business Learning and Engagement)
Module 6, UH-4310 (University Hall)

Method of Payment

- ☐ Check enclosed for \$_____. (Make checks payable to: **The University of Toledo**)
- ☐ Credit Card: ☐ Visa ☐ MasterCard

Account #: _____ Exp. Date: _____

Cardholder name _____ Signature _____

Address for Card _____

***Cancellation/Refund Policy:** If you cancel 5 business days prior to the program, you're entitled to a full refund. Otherwise, there will be a 50% cancellation fee to cover costs of materials and other expenses for which we have guaranteed payment. OR—you may have someone substitute for you, just call us. The University of Toledo reserves the right to cancel if the required minimum enrollment is not met or due to other circumstances beyond our control. Registered students will be notified of any changes prior to the first day of class.

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