

## Jelly Academy 456: Digital Marketing & PR

Winter 2021

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<b>Class Time:</b>	Tuesdays - starting February 23rd 10:00AM-12:00PM PST
<b>Classroom:</b>	LIVE Webinar via Zoom
<b>Office Hours:</b>	By appointment
<b>Course Webpage:</b>	<a href="http://www.jellyacademy.ca">www.jellyacademy.ca</a>
<b>Classroom time:</b>	12 hours
<b>Further Reading:</b>	22 hours of suggested reading

### Course Description:

This course is our foundational offering, which presents a solid understanding of the most successful elements to a digital marketing and PR strategy, including, the 'What', 'Where', 'Who', 'When', 'Why' and 'How' of a winning campaign and the departments within them.

This course is ideal for those with limited experience in digital marketing, or for smaller companies without a dedicated marketing team. During this course, trainees will become more confident and equipped in understanding the value of digital marketing, and will be able to immediately implement learned concepts in social media, digital ads, public relations and content marketing.

### Course Learning Objectives:

In this course, trainees will learn:

1. Why every company should have a digital marketing strategy
2. How to identify the pain points in their own company's strategy
3. Why it matters to have a target audience (Ideal Buyer), and how to identify them
4. How to identify the most effective ways to reach this target audience
5. How to set SMART Marketing goals, and quantify results to measure success

At the end of the course, students should have the knowledge and skills to:

1. Develop a cohesive digital and PR marketing plan for their organization that includes digital ads, social media, public relations and content creation. There will be opportunities in class for workshopping your brand and building ads and social media for your brand.
2. Position their organization and brands in the marketplace online and in media
3. Recognize the ideal marketing channel an organization should be using - whether it's traditional media, digital ads, social media or other content channels
4. Adapt the design of the organization's marketing plan to adapt its marketing plan and strategy
5. Discuss how companies become market driven and guide their strategies based on a shared understanding of markets and competition.
6. Have an opportunity to develop strategy analysis, planning, and control skills for their organization by applying online marketing strategy concepts and methods covered in this course
7. Have the basic skills needed to take the various certificate courses provided by Hootsuite, Facebook and Google (more skills provided by suggested further reading)

## Required Course Materials:

See Further Reading below

## Course Requirements and Evaluations:

You will receive the Jelly Academy Digital Marketing & PR Certificate for attending all 6 classes. Additional certifications (online) will also be helpful in determining your level of aptitude.

Your certificate will include a grade depending on how many of the 6 certificates you completed.

For example:

- 6 certificates completed - A
- 5 certificates completed - B+
- 4 certificates completed - B
- 3 certificates completed - C+
- 2 certificates completed - C
- 1 certificate completed - C-
- 0 certificates completed - D

You have up to 30 days upon completion of Jelly Academy to request and use your certification codes.

## Proposed Course Outline:

This schedule is very tentative and designed to provide an overview of the types of topics that we will be covering. The upcoming schedule will be reviewed at the beginning of each class.

**Note: Students are requested to read the suggested readings that will be covered in each session prior to class.**

## Before Classes Begin

Further Reading

[6 Free Online Courses from Hootsuite](#)

## Week 1

- Overview and Syllabus,
- Intro + Welcome - Digital Marketing Strategy
- Social Media Marketing

## Further Reading

- [Start The Essential Guide to Digital Marketing With Facebook](#)

## Suggested exam to take this week

- [Hootsuite Social Media Marketing Certificate](#)
- [Content Marketing Fundamentals](#)

## Week 2

- PR Overview
- PR Strategies

**Further Reading - In Preparation for Following week**

- [SEMrush Academy Courses](#)

**Week 3**

- SEO

**Suggested exams to take this week**

- [SEMrush SEO Toolkit Exam](#)

**Further Reading - In Preparation for Following week**

- [Google Ads Search Fundamentals](#)
- [Google Ads Display Fundamentals](#)

**Week 4**

- Google Ads

**Suggested exams to take this week**

- [Google Ads Search Certification](#)
- [Google Ads Display Certification](#)
- [Google Ads - Measurement](#)

**Week 5**

- Facebook + Instagram Ads

**Suggested exams to take this week**

- [Facebook Blueprint 100 - 101](#)

**Further Reading**

- [Facebook Blueprint online resources](#)
- [Facebook Blueprint Study Guide](#)

**Week 6**

- Google Analytics

**Suggested exams to take this week**

- [Google Analytics](#)

**Further reading**

- [Google Analytics Intro](#)
- [Google Ads - Measurement](#)

**Policies:**

**Students with a Disability**

Students with a disability who need assistance are encouraged to contact Jelly Marketing upon admission to Jelly Academy to discuss their specific needs. All disabilities must be recently documented by an appropriately certified professional and include the educational impact of the disability along with recommended accommodations. Within the first two weeks of the semester, students must meet with their instructors to agree on accommodations appropriate to each class.

**Miscellaneous**

Please follow appropriate business conduct at all times. Please treat everyone in the class with dignity and respect. Resolve any conflicts constructively.

We reserve the right to make changes in the syllabus based on unique circumstances. Notice of syllabus changes will be sent to your email account. Please make sure that you check your email periodically.

**FAQs**

Q1. I have to miss class. What should I do now?

You need to notify the head instructor ([chrisp@jellymarketing.com](mailto:chrisp@jellymarketing.com)) in advance via e-mail. Make sure you discuss the class with other students so you understand what was covered in class.