Aarons 372 Digital Marketing Overview

**Welcome to Digital Marketing**

The Internet is a dynamic marketplace if there ever was one. This class will give you a practical understanding of the Internet marketplace necessary to adapt to its many changes, while also equipping you with the skills you’ll need to succeed in our digital world. By the end of the course, you will be able to walk into any company and help assess and improve their use of their digital marketing.

As you have probably seen and experienced in your own life, digital marketing and therefore, this course, have a broad scope. Regardless of the field you ultimately choose to pursue, this course is designed to give you a strong grounding in the frameworks, tools and strategies for successful digital marketing and consumer engagement.

You will find that this course provides a strong foundation for your future studies and work opportunities. As we will quickly learn in class however, “digital marketing” tends to be an all-encompassing term that includes digital marketing tools and thinking across:

* Website and online presence
* Content marketing
* Search and SEO optimization
* Paid advertising campaigns
* Inbound marketing
* Email and outbound marketing
* Mobile marketing
* Social media and influencer marketing and digital listening

**This Course Is Designed Like An Internship**

The entire philosophy of this course is based on the concept of giving you the real-world experience, hard and soft skills and mindset needed to become the best candidate for your next job or internship. Further, as many former students will tell you, this approach has helped them succeed in their careers and become the “go to” person that outshines their colleagues. As such you will learn from myself and our world class speakers:

* ***The ability to handle and master change –*** The world is changing very fast and the rate of change is only increasing. No matter your major or career ambitions, thriving in the face of change is a sought-after skill for all employees.
* ***Identify the problems, find the best solutions, and apply the best practices to help your organization grow –*** Many classes are based on giving you a problem and asking you to find the single right answer. This class is different. In business, and especially in digital marketing, there are many pathways to success. We live in a very complex world where the simple answer is rarely the best or even the right answer. This class is designed to help the more complex reasons and problems that exist and then maximize your critical thinking skills to find the best course of action to drive growth.
* ***Become comfortable with being uncomfortable – In*** your work world and life, there is a huge degree of ambiguity. Most anyone can perform well when everything is laid out neatly in front of them. But that is not what employers seek or how the world presents itself. Therefore, this class is based exactly on that premise and will help you thrive in the face of the uncertain and ill-defined. To be honest, some of you will struggle with this. I will help you succeed and master the frameworks and mindset needed to prosper in our fast-moving, chaotic world.
* ***Work with real businesses and apply all you have learned in practical work environments –*** The largest portion of this course, and what everything builds to, is working for real businesses doing real digital marketing from the ground up. This is a valuable experience that will give you resume-worthy capabilities and work products to help you get more jobs. In addition to this, you will be helping local/small businesses succeed in these difficult times.