



Program Title: ***Create, Publish and Promote Your Own Marketing Content***

Program Length: 11 weeks at 3.5 hours per week

**Overview:** Participants will take part in class discussions and exercises related to content marketing topics. They will also work actively during class time to complete marketing tasks. Aside from training on a variety of apps and tools, such as Canva, Hootsuite, and Grammarly, participants will receive active “how to” coaching so they don’t get stuck. They should plan to spend an extra hour each week outside of class time to do research and familiarize themselves with apps.

***Learning Objectives:***

- Write, publish and promote 5 articles
- Learn to use a variety of marketing tools and online applications
- Discuss and define target market(s)
- Learn how to connect marketing activities to overall marketing strategy (implementation plan)
- Commit to a continuing process for marketing content
- Develop and implement a schedule to support the process
- Discuss and implement auditing and maintenance activities for marketing content

***Pre-requisites:***

- Live website
- Social media profiles already set up on desired platforms
- Laptop/tablet and log-in info for social platforms

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