

# Entrepreneurial Curriculum

**TRIMESTER 1** (= Four 4-week 'months' – not calendar months – and each focused course is one month long)

## MONTH 1:

### Digital Marketing Tool & Tactics - Marketing 500

*Modern Media Technologies, Technics & Tactics* textbook (Harvey, K.E., 2021):

The textbook, in combination with the instructor's lectures, guest lecture videos and free online certificate training, establishes a strong foundation for subsequent courses and practicums in preparing students for success in the Digital Age.

#### Google Academy

- Google Search Ads Fundamentals
- Google Ads Search
- Google Ads Video
- Google Ads Display
- Google Shopping Ads
- Google Ads - Measurement Certification
- Google Ads Apps Certification
- Google Analytics for Beginners

#### SEMrush Academy

- SEO Fundamentals + Technical SEO + PPC Fundamentals + SEMrush Platform Intermediate

#### HootSuite Academy

- Hootsuite Platform Training

#### HubSpot Academy

- Inbound Marketing
- Content Marketing
- Social Media Marketing
- Email Marketing

## MONTH 2:

### Modern Media Technology & Technics – Media 513

*Modern Media Technologies, Technics & Tactics* textbook (Harvey, K.E., 2021):

As taught in the Entrepreneurial Journalism textbook, effective news, PR writing, content marketing, and native advertising all follow similar principles of expression. In this Digital Age, they also share common technologies, technics and tactics to achieve and maintain the audience's attention. This course and textbook will use high-quality freeware and low-cost

software that immitates the most popular technical tools to create a variety of multimedia online media messages.

## **MONTH 3:**

### **Visual Media Marketing - Marketing 510**

***Visual Focus* textbook (with digital courseware *Visual Media Marketing*):**

Through this course, students will understand design principles and know how to create content. With this textbook, students will master the FOCUS design process and implement these principles in graphic design, web design, digital imaging, and business marketing strategies. The textbook covers topics like the need to achieve visual focus, to formulate a plan, to utilize tasteful typography, and more!

## **MONTH 4:**

### **News, PR, Content & Native Marketing – Media 514**

***Entrepreneurial Journalism* textbook (Harvey, K.E., 2021):**

News, public relations writing, content marketing, and native advertising all use similar principles of expression in achieving high readership and response. This text teaches the principles they have in common, along with their differences.

## **TRIMESTER 2**

## **MONTH 5:**

### **Sales & Negotiations - Media 515**

***Entrepreneurial Journalism* textbook (Harvey, K.E., 2021):**

Sales and negotiations are an essential part of entrepreneurial journalism, as experienced by the instructor, who bought his first publishing company at age 25 and doubled its revenue in a little over one year.

## **MONTH 6:**

### **Digital Marketing Essentials - Marketing 501**

***Digital Marketing Essentials* textbook:**

Digital Marketing Essentials combines the fundamentals of digital marketing with its application in various business environments. This courseware teaches the overlooked yet critical skills of search engine optimization, website analytics, pay-per-click advertising, and social media marketing.

***Digital Marketing Essentials* Videos:**

These pre-recorded video lectures for Digital Marketing Essentials combine the fundamentals of digital marketing with its application in various business environments. The lectures will teach students critical skills such as search engine optimization, website analytics, pay-per-click advertising, and social media marketing.

***Mimic Pro Simulation:***

Mimic Pro significantly shortens the learning curve when working with PPC ads, helping students to become PPC masters by practicing with a simulated ad budget of up to \$50,000.

**MONTH 7:****Modern Marketing Principles - Marketing 503*****Modern Marketing Principles textbook:***

Modern Marketing Principles is packed with relatable, real-world examples to help you upgrade your principles of marketing courses. Along with learning what's new in marketing, students get content on fundamentals such as market research and segmentation, product marketing, brand management, the power of promotions, and how to build a marketing plan. The textbook gives students up-to-date content framed with marketing trends that industry professionals use every day.

***Principles of Marketing Video Case Studies:***

These 13 Video Case Studies let students put their learning to the test as they face real marketing problems experienced by actual businesses.

***Mimic Marketing Principles Simulation:***

Mimic Marketing Principles is a game-changing simulation for students in all areas of business. Created in partnership with both educators and industry professionals, Mimic Marketing Principles gives students real-world skills they can add to their resume. Students get practice launching a new product and making all of the critical marketing decisions, including selecting a product, setting a price, creating promotions, managing ad spend, and working with distributors. What's more, it's done in a way that's simple, digestible — and fun!

**MONTH 8:****Practicum 1 - Media 516****Review of textbooks from other courses in applying learned principles:**

Students implement learned concepts and principles in practical application on behalf of their own franchise of IEI-TV Network.

**TRIMESTER 3****MONTH 9:****Social Media Marketing - Marketing 504*****Essentials of Social Media Marketing textbook:***

In this digital textbook, students will learn marketing strategies on Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, and Youtube. This application-based textbook is the best resource to prep your students for the workforce.

***Mimic Social Simulation:***

Mimic Social is the world's first social media marketing simulation. Students will learn how to write targeted social media ads, perform demographic targeting, learn social media content

promotion strategies, and proper content scheduling.

## **MONTH 10:**

### **Understanding Consumer Behavior - Marketing 506**

#### ***Consumer Behavior* textbook:**

Consumer Behavior: A Marketer's Look Into the Consumer Mind trains marketers to influence how consumers choose, use and dispose of products, services, experiences, and ideas. This text is updated twice a year to stay current with marketing trends and comes complete with in-class activities that build practical, hands-on skills.

## **MONTH 11:**

### **Marketing Research Essentials - Marketing 505**

#### ***Market Research Essentials* textbook:**

With this textbook, students will understand the importance of conducting market research properly, defining the research objective, survey development, sampling techniques, data analysis, and more.

## **MONTH 12:**

### **Practicum 2 - Media 517**

#### **Review of textbooks from other courses in applying learned principles:**

Students implement learned concepts and principles in practical application on behalf of your own franchise of IEI-TV Network.

## **TRIMESTER 4**

## **MONTH 13:**

### **Digital Marketing Analytics - Marketing 508**

#### ***Digital Marketing Analytics* textbook:**

Digital marketing analytics is foundational to digital marketing because it is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). An effective digital marketing analyst is a vital data translator for a business. Becoming an analyst requires the cultivation of both technical and soft skills. These skills are taught through this course.

## **MONTH 14:**

### **Marketing Analytics with Simulation - Marketing 507**

#### ***Marketing Analytics* textbook:**

In this textbook, students will learn the key concepts of marketing analytics and get hands-on practice with real-world projects. The textbook covers data technologies, web analytics, A/B

testing, segmentation, artificial intelligence, data visualization and more!

***Mimic Analytics Simulation:***

Mimic Analytics is the #1 analytics simulation. Students will learn how to transform and integrate big datasets, implement A/B testing, run cluster analyses, and allocate budget to campaigns.

**MONTH 15:**

**Mobile Marketing Essentials - Marketing 502**

***Mobile Marketing Essentials* textbook:**

In this digital textbook, students will understand how the customer is driving the change in behaviors to a mobile-driven world marketplace, and develop insights for planning future customer experiences that can be used for mobile marketing in business and other organizations. The textbook covers topics like understanding the mobile audience, creating strategy for growth, and more!

**MONTH 16:**

**Practicum 3 - Media 518**

**Review of textbooks from other courses in applying learned principles:**

Students implement learned concepts and principles in practical application on behalf of their own franchise of IEI-TV Network.

**TRIMESTER 5**

**MONTH 17:**

**Media Planning Essentials - Marketing 511**

***Media Planning Essentials* textbook:**

In this digital textbook, students will learn how and why to place messages in various media in order to create the most effective, engaging communications campaigns.

**MONTH 18:**

**PR Principles: Current, Proven & Practical - Marketing 512**

***PR Principles -- Current, Proven, Practical* textbook:**

This course gives students a look at public relations today, not what it was 20 years ago. PR Principles is an industry-focused digital textbook that not only gives students a look at the latest trends and practices, but also focuses on diverse representations in every aspect of public relations.

**MONTH 19:**

**Advertising: Selling in Today's World - Marketing 509**

***Advertising - Selling in Today's World* textbook:**

With this textbook, students will build their foundation in the advertising industry through real-world projects, industry-related assignments, and relative case studies featuring real businesses. This textbook covers topics like strategy development, legal and ethical challenges, branding, evaluating effectiveness, and much more!

## **MONTH 20:**

### **Practicum 4 - Media 519**

#### **Review of textbooks from other courses in applying learned principles:**

Students implement learned concepts and principles in practical application on behalf of their own franchise of IEI-TV Network.

## **TRIMESTER 6**

### **MONTHS 21-24:**

#### **Capstone Practicum 5 – Media 520**

**Choice between regular internship with possible future employer or continued work on IEI-TV Franchise.** Your work-study includes a nightly discussion with peers and mentor. No required textbook.