THE LEARNING SOURCE
EDUCATION FOR THE NEW ECONOMY

Computer Basics with Small BusinessMarketing

CURRICULUM
2024

The duration of the Computer Basics with Small Business Marketing course is 192 hours, divided as follows:

> **144 hours in live in-class sessions**

> **48 hours of class preparation**

> **Over a period of 16 weeks.**

The "Computer Basics with Small Business Marketing" program, offered by The Learning Source, LLC, ensures that students acquire a comprehensive set of skills that will enable them to excel in various professional roles.
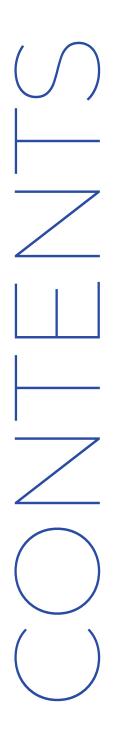
Our experienced instructors adeptly adapt to the different skill levels and motivations of the students, guiding them from basic knowledge to advanced proficiency.

Additionally, our specialized marketing module equips students with the knowledge and skills necessary to progress through the 26 essential modules required to be eligible to take the Google certification exam, specifically the "Google Fundamentals of Digital Marketing" certification, widely recognized in the marketing industry.

In addition to marketing expertise, the course provides practical training in various software programs, including word processing with Google Docs, as well as mastery of Google Slides, Google Sheets, email management, calendar utilization, and basic design creation using Canva. These practical skills significantly enhance students' preparedness for a job market driven by dynamic technological advancements.

CURRICULUM

COMPUTER BASICS WITH
SMALL BUSINESS MARKETING

CONTENTS

CURRICULUM

The "Computer Basics with Small Business Marketing" program offered by The Learning Source, LLC, has a duration of 240 hours. Upon successfully completing this course, students will acquire a comprehensive set of skills that will enable them to excel in various professional roles, ranging from fundamental marketing to essential computer and software competencies.

Our experienced instructors have extensive experience in tailoring their teaching approach to students' unique skill levels and motivations, guiding them from rudimentary knowledge to advanced proficiency.

Furthermore, our specialized marketing module equips students with the knowledge and skills necessary to navigate the 26 essential modules to be eligible to take the Google certification exam, specifically the "Google Fundamentals of Digital Marketing" certification, widely
recognized in the marketing industry.

Throughout this course, students will also gain proficiency in various software programs, including word processing with Google Docs, as well as mastery
of Google Slides, Google Sheets, email management, calendar usage, and basic design creation using Canva. These practical skills enhance students' readiness for a dynamic and technology-driven job market.

MODULE 1

Google Chrome, Gmail & Drive

03
WEEKS

GOOGLE CHROME

1.Introduction

2. Get to know Chrome

Quiz 1

3. Learn to use Chrome

-Open a window
-Open a tab
-Organize and Group Tabs
-Close Windows and Tabs
-Favorites
-Browsing History
-Extensions

Quiz 2

GMAIL

1. Introduction

2. Get to know Gmail

Quiz 1

3. Learn to use Gmail

-Send an email
-Confidential mode
-Drafts and Sent
-Reply and Forward
-Labels
-Filter emails
-Highlight emails

Quiz 2

DRIVE

1. Introduction

2. Get to know Drive

Quiz 1

3. Learn to use Drive

-Store files
-Organize files
-Share files

Quiz 2

Final test module 1

MODULE 2 📅 📹 📋

Google Calendar, Meet & Forms

03

WEEKS

CALENDAR

1.Introduction

2. Get to know Calendar

Quiz 1

3. Learn to use Calendar
-Create events
-Create tasks
-Share calendars

Quiz 2

GOOGLE MEET

1. Introduction

2. Get to know Meet

Quiz 1

3. Learn to use Meet

-Join a meeting
-Create a meeting
-Invite people to a meeting

Quiz 2

FORMS

1. Introduction

2. Get to know Forms

Quiz 1

3. Learn to use Forms

-Create and Edit Forms
-Shara Forms
-View Results

Quiz 2

Final test module 2

MODULE 3 📄

Google Documents

02

WEEKS

DOCUMENTS

1.Introduction

2. Get to know Documents

Quiz 1

3. Learn to use Calendar

-Create document
-Edit document
-Insert objects
-Shara and collaborate on documents

Quiz 2

Final Test Module3

MODULE 4 🟨

Google Slides

02

WEEKS

SLIDES

1.Introduction

2. Get to know Slides

Quiz 1

3. Learn to use Slides

-Fundamentals of presentations
-Edit and organize a presentation
-Apply formatting and themes
-Graphics and animations
-Insert objects
-Present a slideshow
-Share, collaborate, and Convert
-Keyboard shortcuts

Quiz 2

Final test module 4

MODULE 5 ▦

Google Sheets

02

WEEKS

SHEETS

1.Introduction

2. Get to know Sheets

Quiz 1

3. Learn to use Sheets

-Fundamentals of
spreadsheets
-Edit spreadsheets
-Formulas and functions
-Manage sheets and data
-Insert objects
-Share, collaborate, and
Convert
-Keyboard shortcuts

Quiz 2

Final Test Module 5

MODULE 6 🅒

Google Canva

02

WEEKS

SLIDES

1.Introduction

2. Get to know Canva

Quiz 1

**3. Creat a Canva Account
with your Gmail Account**

4. Main Functions of Canva

Quiz 2

Final test module 6

MODULE 7

Digital Marketing

02
WEEKS

DIGITAL MARKETING

1. Introduction to Digital Advertising

2. The Online World

3. Scope of Digital Advertising

4. Websites

5. Search Marketing

6. Display Marketing

7. Social Media

8. Email Marketing

9. Content Marketing

10. Video Marketing

11. App Marketing

12. Mobile Marketing

13. E-commerce

14. Local Marketing

DIGITAL MARKETING

15. International Marketing

16. Affiliate Marketing

17. Measurement and Analytics

18. Strategy and Planning

19. Professional Networking

20. Exam Preparation

21. Getting Started with Google Ads

22. How Google Ads Works

23. Setting Up an Advertising Campaign

24. Measuring and Optimizing Performance

25. Growing Your Business Online

26. Digital Advertising in Action

FINAL CERTIFICATION TEST

Students who successfully complete The Learning Source, LLC's "Computer Basics with Small Business Marketing" course will acquire practical computer and Google software skills.

Including:

Chrome, Gmail, Drive, Calendar, Docs, and **Sheets,** as well as proficiency in **graphic design** using **Canva** and strong knowledge of **digital marketing**

Additionally,

Upon course completion, they will have already obtained the:
"Google Fundamentals of Digital Marketing"

And will have developed:

Organizational, productivity, and professional networking skills.

These skills and certifications will significantly enhance their **employment prospects** in **technology and digital marketing-related roles.**

HOLIDAYS 2023-2024

Below, the holidays of 2023 and 2024 are presented, times when classes and work activities are temporarily suspended to commemorate events of historical, cultural, and national significance in the United States.

2023

Date	Celebration/Holiday
Monday, January 2	**New Year's Day**
Monday, January 16	**Martin Luther King, Jr. Day**
Friday, January 20	**United States Presidential Inauguration Day**
Monday, February 20	**Presidents' Day**
Monday, May 29	**Memorial Day**
Monday, June 19	**Juneteenth National Independence Day**
Tuesday, July 4	**Independence Day**
Monday, September 4	**Labor day**
Monday, October 9	**Columbus Day**
Friday, November 10	**Veterans Day**
Thursday, November 23	**Thanksgiving Day**
Monday, December 25	**Christmas Day**

2024

Date	Celebration/Holiday
Monday, January 1	**New Year's Day**
Monday, January 15	**Martin Luther King, Jr. Day**
Monday, February 19	**Presidents' Day**
Monday, May 27	**Memorial Day**
Wednesday, June 19	**Juneteenth National Independence Day**
Thursday, July 4	**Independence Day**
Monday, September 2	**Labor Day**
Monday, October 14	**Columbus Day**
Monday, November 11	**Veterans Day**
Thursday, November 28	**Thanksgiving Day**
Wednesday, December 25	**Christmas Day**

Please note; The holidays listed may be subject to change based on the religious and cultural practices of the students.