



THE LEARNING SOURCE
EDUCATION FOR THE NEW ECONOMY

Web and Mobile Marketing

CURRICULUM

2024

CURRICULUM

The "Web and Mobile Marketing" course spans 192 hours over 16 weeks, with 144 hours devoted to live online sessions and 48 hours for supplementary tasks. These online sessions encourage active participation and real-time problem-solving to ensure a comprehensive grasp of the material. The course also prepares students for Google's digital marketing certifications, emphasizing practical application in the contemporary business landscape.

The program aims to provide students with a balanced understanding of theoretical concepts and hands-on experience, equipping them to meet the challenges of the evolving digital marketing and technology industry.

Evolving Digital Marketing

And Technology Industry

Web and Mobile Marketing

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- Module 01.
Creating a Marketing Plan
- Module 02.
Business Networking
- Module 03.
Online Marketing
- Module 04.
**Creating and Implementing
a marketing Campaign**

CURRICULUM

Module 1: Creating a Marketing Plan

- Week 1
Individual Marketing Plan Development (Evaluation activity)
- Week 2
Unique Selling Proposition (USP) and Branding Material Creation (Evaluation activity)
- Week 3
Competition Analysis and Positioning Strategies (Evaluation activity)
- Week 4
Marketing Plan Presentation (Evaluation activity)

Module 2: Business Networking

- Week 5
30-Second Commercial Development (Evaluation activity)
- Week 6
Referral Mindset Cultivation (Evaluation activity)
- Week 7
Follow-Up Strategy Implementation (Evaluation activity)
- Week 8
Database Establishment and Management (Evaluation activity)

Module 3: Online Marketing

- Week 9
Social Media Profile Development (Evaluation activity)
- Week 10
Social Media Content Strategy (Evaluation activity)
- Week 11
Social Media Campaign Implementation (Evaluation activity)
- Week 12
Social Media Analytics Exercise (Evaluation activity)

Module 4: Creating and Implementing a Marketing Campaign

- Week 13
Marketing Campaign Brainstorming Session (Evaluation activity)
- Week 14
Virtual Case Study Discussion (Evaluation activity)
- Week 15
Online Marketing Concept Reflection (Evaluation activity)
- Week 16
Virtual Marketing Simulation (Evaluation activity)

Students enrolled in The Learning Source, LLC's Web and Mobile Marketing Course will gain a comprehensive understanding of the dynamic landscape of digital marketing and its applications in the contemporary business world.

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.