

Web and Mobile Marketing



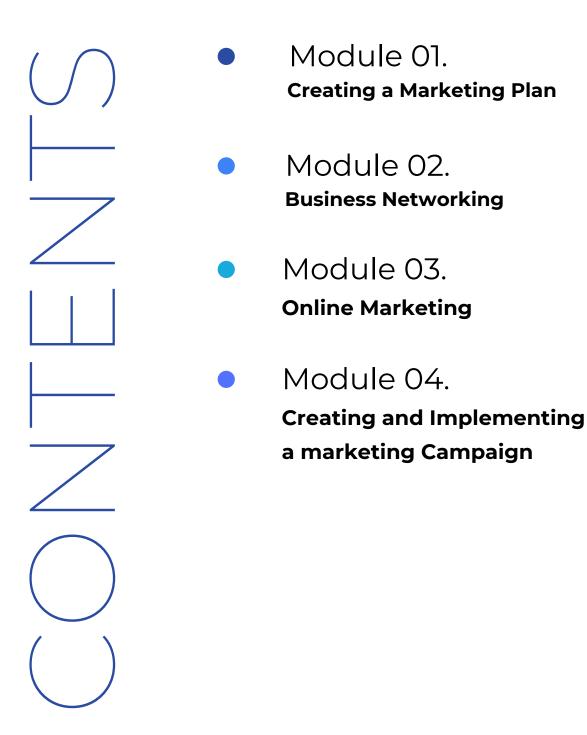
The "Web and Mobile Marketing" course spans 192 hours over 16 weeks, with 144 hours devoted to live online sessions and 48 hours for supplementary tasks. These online sessions encourage active participation and real-time problem-solving to ensure a comprehensive grasp of the material. The course also 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



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

2024

Date	Celebration/Holiday	Date	Celebration/Holiday
Monday, January 2	New Year's Day	Monday,January 1	New Year's Day
Monday, January 16	Martin Luther King, Jr. Day	Monday, January 15	Martin Luther King, Jr. Day
Friday, January 20	United States Presidential Inauguration Day	Monday, February 19	Presidents' Day
Monday, February 20	Presidents' Day	Monday, May 27	Memorial Day
Monday, May 29	Memorial Day	Wednesday, June 19	Juneteenth National Independence Day
Monday, June 19	Juneteenth National Independence Day	Thursday, July 4	Independence Day
Tuesday, July 4	Independence Day	Monday, September 2	Labor Day
Monday, September 4	Labor day	Monday, October 14	Columbus Day
Monday, October 9	Columbus Day	Monday, November 11	Veterans Day
Friday, November 10	Veterans Day	Thursday, November 28	Thanksgiving Day
Thursday, November 23	Thanksgiving Day	Wednesday, December 25	Christmas Day
Monday, December 25	Christmas Day		

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