



THE LEARNING SOURCE
EDUCATION FOR THE NEW ECONOMY

Web and Mobile Marketing

SYLLABUS

2023

PART 1: COURSE INFORMATION

Instructor Information:



INSTRUCTOR
LEE MENCH



OFFICE
270 E Douglas Ave, El Cajon, CA, 92020.



CLASS HOURS
**Monday, Wednesday and Friday
9:00 AM - 12:45 AM**



OFFICE TELEPHONE
(619) 401-4011



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info@thelearningsource.net

DESCRIPTION

Centered around "Hook Point: How to Stand Out in a 3-Second World" by Brendan Kane, this course offers a modern and in-depth approach to digital marketing education. It covers essential preparation for Google's Fundamental of Digital Marketing certification, along with Google Ads Search and Display Certifications.

Conducted online with live instruction, this course is ideal for individuals seeking to market their own business or develop digital marketing skills for professional use.

Digital marketing skills for professional use

MISSION AND PURPOSE

The mission of this course is to provide comprehensive training in effectively marketing a small business. This program is versatile and not aimed at leading to a specific occupation but rather equipping students with broad digital marketing skills.

INSTRUCTIONAL MODALITY



Instructional Modality

The program is delivered through a blend of online and offline live sessions (English only).

Admissions Requirements

- Age: At least 18 years.
- Education: High school diploma, GED, or minimum scores on relevant ability-to-benefit tests.



Program Length

 Duration: 240 Clock Hours over 16 Weeks.

 Estimated and Total Charges:

 Tuition \$4,170.00,

 Registration Fee \$250.00

 Instructional Materials \$80.00,

Total **\$4,500.00.**

Note: Tuition may be offset by third-party consulting fees.



Requirements for Program Completion

Minimum average of 70% (Grade C).

Completion of all tests, assignments, and projects.

Note: No licensure, internships, or externships required.

PREREQUISITE



Text & Course Materials

Required Text

The course fee is comprehensive, covering all necessary materials. Students will require a stable internet connection to participate in the live online classes, which are conducted through the widely used Zoom platform. This platform facilitates interactive and engaging virtual learning experiences, allowing for real-time communication and seamless access to course materials and resources during the sessions.



Course Requirements

📶 Internet connection

(DSL, LAN, or cable connection desirable)

Course Structure

Course Format:

Live Online Sessions: The course is conducted via live online sessions led by proficient instructors who specialize in the respective field.

Course Content: The course content is curated from designated reading materials that comprehensively address the topics covered in each module during the sessions.

Module Structure

Module Tasks: Students participate in a diverse range of tasks within each module. While some tasks are outlined in the course material, others are introduced under the instructor's guidance.

Hands-on Experience: Following the instructor's guidance, students apply their learning on their personal computer systems. This involves various tasks such as document creation, presentation development, graphic design, as well as crafting event invitations and holiday cards.

Google Fundamentals of Digital Marketing Course: The course includes comprehensive preparation for the Google Fundamentals of Digital Marketing certification. It equips students with the essential knowledge and skills required for a successful career in digital marketing, covering key topics such as search engine optimization (SEO), social media marketing, content marketing, and more.

3/3



Within each module, students engage in a variety of activities.

Module Structure

Module 1



Creating a Marketing Plan

Module 2



Business Networking

Module 3



Online Marketing

Module 4



Implementing a Marketing Campaign

Benefits for Students:

Practical Skill Acquisition: Students have the opportunity to acquire practical skills in digital marketing, enabling them to apply effective strategies in web and mobile environments professionally.

Preparation for Recognized Certifications: The course prepares students for recognized certifications in digital marketing from Google, enhancing their credibility and competitiveness in the job market.

Balanced Learning Experience: With a combined focus on live sessions and complementary activities, students experience an optimal balance between theory and practical application of key concepts.

Access to Comprehensive Resources: Students have access to a wide range of learning resources, including reading materials, interactive presentations, and complementary activities, enriching their understanding of the topics discussed in class.

Market Competence: By obtaining a certification recognized by Google, students showcase their competence and expertise in the field of digital marketing, instilling confidence in employers and clients.



Google Certified Digital Marketing Course:

As a part of the program, students have the opportunity to enroll in a specialized digital marketing course leading to Google certification. This course prepares them for the Google Fundamentals of Digital Marketing exam, widely recognized in the industry.

Online Resources

Students in this "Web and Mobile Marketing" course have access to a variety of online resources that complement their learning. Some common online resources used in the course include:



Zoom Classes: The main method of teaching is through interactive Zoom classes. These sessions create a dynamic and real-time learning setting, enabling students to actively interact with both instructors and classmates. They have the opportunity to raise questions, engage in discussions, and participate in various collaborative activities.

Interactive Tools: Various interactive online tools are used to enhance understanding of key concepts. These tools may include simulators, data analysis applications, social media management tools, and more.

Multimedia Resources: Access is provided to a wide range of multimedia resources, such as instructional videos, webinars, podcasts, and case studies, which provide practical and contextual examples to enhance understanding of theoretical concepts.

Google Certified Digital Marketing: As a unique feature, the course also includes a specialized Google Certified Digital Marketing program. This certification course is hosted on Google's online platform and equips students with the skills and knowledge required for the Google Fundamentals of Digital Marketing exam.

These online resources are used to enrich the students' learning experience and foster a comprehensive understanding of various aspects of digital and mobile marketing.

PART 2: STUDENT LEARNING OUTCOMES

Course Outcomes:

Digital Marketing Fundamentals:

Upon completion of this course, students will be able to

- Create and execute a comprehensive marketing plan.
- Develop effective selling propositions and taglines.
- Engage in productive business networking.
- Implement and measure online marketing strategies.
- Design and launch a complete marketing campaign.

Throughout the course, students will actively work toward achieving the objectives mentioned above by engaging in a variety of activities, including:

Active Engagement: Actively participating in class discussions, collaborating in group activities, and contributing to online forums will foster practical application of knowledge and promote a collaborative learning atmosphere.

Evaluations and Certifications: Regular evaluations and the chance to earn certifications will enable students to track their progress and ensure they fulfill the course criteria.

Tasks: In addition to scheduled assessments, instructors will assign specific tasks that allow students to apply acquired knowledge in practical settings. These tasks may include individual or group projects, case study analyses, market research, and presentations, providing students with the opportunity to demonstrate their understanding and proficiency in real-world practical environments.

PART 3: TOPIC OUTLINE/SCHEDULE

This "Web and Mobile Marketing" course spans 16 weeks, allowing for a 4-week duration for each of the 4 core modules. During these four weeks, students will engage in a series of comprehensive activities that contribute to their continuous assessment and deep understanding of key concepts. Each module is designed to immerse students in specific topics and provide them with a solid foundation for implementing effective strategies in digital and mobile environments.

Module 1

Weeks

04

Creating a Marketing Plan

Development of a full-fledged marketing plan, unique selling proposition, and impactful visual branding.

Module 2

Weeks

04

Business Networking

Skills in creating a 30-second commercial, developing a referral network, and managing a database.

Module 3

Weeks

04

Online Marketing

Overview of major social networking platforms and strategies for small business marketing, including blog management.

Module 4

Weeks

04

Implementing a Marketing Campaign

Applying learned skills to create and implement effective marketing campaigns.

PART 4: GRADING POLICY

Graded Course Activities

Throughout the "Web and Mobile Marketing" course, students' progress and understanding will be assessed through evaluations integrated into each module. Each module provides the opportunity to achieve a grade ranging from A+ to C+. Attaining a minimum grade of C+ is necessary to advance to subsequent modules successfully.

It is crucial to note that any grade below a D+ is deemed unsatisfactory and will impede progress to the following modules. Students are encouraged to strive for excellence throughout the course, ensuring the attainment of a passing grade and successful completion of each module.

The activities embedded within each module in the "Web and Mobile Marketing" course are an essential component of the 44 hours allocated to assignments for students during the course. These activities undergo regular assessment during sessions, facilitating meticulous monitoring of student progress.

Additionally, it is vital to highlight that instructors provide robust support, offering guidance and additional assistance to reinforce specific areas identified during the evaluation process. This framework ensures that students not only fulfill the assigned tasks but also develop a profound understanding of the fundamental concepts covered in the course.

PART 4: GRADING POLICY

Graded Course Activities

Module 1: Creating a Marketing Plan			
Points	Activity	Description	Evaluation Criteria
25	Individual Marketing Plan Development	Students will create a detailed marketing plan for a product or service of their choice. This plan will include clear objectives, specific strategies, and detailed tactics for execution.	Clarity and feasibility of the established objectives, coherence and originality of the proposed strategies, and feasibility and effectiveness of the implementation tactics will be assessed.
25	Unique Selling Proposition (USP) and Branding Material Creation	Students will develop a compelling Unique Selling Proposition (USP) and create visual branding materials such as logos and printed materials that reflect the USP. They will focus on conveying a clear and appealing message to their target audience.	Originality and effectiveness of the USP, as well as the quality and consistency of the branding materials in relation to the USP, will be evaluated.

PART 4: GRADING POLICY

Graded Course Activities

Module 1: Creating a Marketing Plan			
Points	Activity	Description	Evaluation Criteria
25	Competition Analysis and Positioning Strategies	Description: Students will conduct a detailed analysis of competition in a specific market and develop effective positioning strategies to stand out in that market. This will include identifying competitive advantages and potential market gaps.	Thoroughness and accuracy of the competition analysis, as well as the logic and effectiveness of the proposed positioning strategies, will be assessed.
25	Marketing Plan Presentation	Students will prepare and present a comprehensive marketing plan that integrates all the elements discussed in the preceding activities. They should demonstrate effective presentation skills and a clear understanding of how each component contributes to the overall success of the marketing plan.	Clarity and logic of the presentation, understanding and effective application of key concepts, and overall cohesion of the presented marketing plan will be evaluated.
FINAL POINTS: 100			

PART 4: GRADING POLICY

Graded Course Activities

Module 2: Business Networking			
Points	Activity	Description	Evaluation Criteria
25	30-Second Commercial Development	Students will craft and present a concise 30-second commercial that effectively communicates the value proposition of a chosen product or service. They will focus on engaging and captivating the target audience within the short timeframe.	Clarity and effectiveness of the commercial message, ability to engage the audience, and coherence with the value proposition will be assessed.
25	Referral Mindset Cultivation	Students will outline a strategy for cultivating a referral mindset, emphasizing the importance of building and nurturing professional relationships. They will develop a plan that encourages active participation in referral programs and networks.	The thoroughness of the strategy, its practical applicability, and the ability to foster a collaborative and supportive environment for referral networking will be evaluated.

PART 4: GRADING POLICY

Graded Course Activities

Module 2: Business Networking			
Points	Activity	Description	Evaluation Criteria
25	Follow-Up Strategy Implementation	Students will implement and document effective follow-up strategies for networking success. They will focus on maintaining meaningful and consistent communication with contacts to foster long-term professional relationships.	Consistency and timeliness in follow-up, the quality of communication, and the ability to build and sustain professional connections will be assessed.
25	Database Establishment and Management	Students will design and create an efficient database system to organize and manage professional contacts and networking information. They will focus on ensuring the system is user-friendly and facilitates streamlined communication and follow-up.	Effectiveness of database organization, accessibility and user-friendliness, and the system's capability to support efficient networking and communication will be evaluated.
FINAL POINTS: 100			

PART 4: GRADING POLICY

Graded Course Activities

Module 3: Online Marketing			
Points	Activity	Description	Evaluation Criteria
25	Social Media Profile Development	Students will develop and optimize profiles on popular social networking platforms, including Facebook, Twitter, LinkedIn, and YouTube. They will focus on creating engaging and professional profiles that align with the target audience and effectively communicate the brand's message.	Effectiveness of profile optimization, alignment with the brand's message, and the ability to engage the target audience will be assessed.
25	Social Media Content Strategy	Students will design a comprehensive content strategy for various social media platforms, highlighting the types of content that resonate with the target audience. They will focus on creating engaging and valuable content that promotes brand awareness and fosters customer engagement.	Clarity and relevance of the content strategy, creativity in content creation, and the ability to foster meaningful interactions with the audience will be evaluated.

PART 4: GRADING POLICY

Graded Course Activities

Module 3: Online Marketing			
Points	Activity	Description	Evaluation Criteria
25	Social Media Campaign Implementation	Students will plan and execute a social media campaign for a specific small business, incorporating the strategies and techniques learned throughout the module. They will focus on monitoring campaign performance and making necessary adjustments to optimize results.	Effectiveness of campaign planning and execution, ability to analyze campaign performance, and agility in adjusting strategies for improved outcomes will be assessed.
25	Social Media Analytics Exercise	Students will conduct an exercise analyzing social media analytics for a specific small business, interpreting key metrics such as engagement rates, reach, and audience demographics. They will focus on identifying insights to improve future social media strategies.	Depth of analysis, ability to interpret social media metrics, and proficiency in deriving actionable insights for enhancing social media strategies will be assessed.
FINAL POINTS: 100			

PART 4: GRADING POLICY

Graded Course Activities

Module 4: Creating and Implementing a Marketing Campaign			
Points	Activity	Description	Evaluation Criteria
25	Marketing Campaign Brainstorming Session	Students will participate in a collaborative online brainstorming session to generate creative ideas for a marketing campaign. They will focus on encouraging active participation and creative thinking within the group.	Quantity and originality of ideas generated, ability to contribute constructively to the brainstorming session, and engagement with the creative process will be assessed.
25	Virtual Case Study Discussion	Students will engage in a virtual case study discussion focused on analyzing and discussing successful marketing campaigns. They will focus on identifying key strategies and tactics used in these campaigns and their potential applicability to real-world scenarios.	Engagement in the discussion, ability to analyze and interpret case study insights, and proficiency in applying the learnings to practical marketing contexts will be assessed.

PART 4: GRADING POLICY

Graded Course Activities

Module 4: Creating and Implementing a Marketing Campaign			
Points	Activity	Description	Evaluation Criteria
25	Online Marketing Concept Reflection	Students will write a reflective essay on key marketing concepts learned throughout the course. They will reflect on the practical applications of these concepts in real-world marketing scenarios, emphasizing their understanding and insights.	Depth of reflection, clarity of understanding, and the ability to apply theoretical knowledge to practical marketing contexts will be assessed.
25	Virtual Marketing Simulation	Students will participate in an online marketing simulation that simulates real-world marketing scenarios and challenges. They will make strategic decisions and assess the outcomes to gain practical insights into effective marketing strategies.	Engagement in the simulation, ability to make informed decisions, and proficiency in applying marketing concepts to practical scenarios within the simulation will be assessed.
FINAL POINTS: 100			

This course, with its focus on contemporary digital marketing strategies and the insights from "Hook Point," is tailored for those seeking to gain a competitive edge in the digital marketing landscape, whether for personal business growth or professional advancement.

Late Work Policy

It is strongly encouraged to adhere to the established deadlines, as there will be no opportunities for makeup assignments or quizzes. Late submissions will only be considered under exceptional circumstances and with the instructor's approval.

Viewing Grades

The instructor will maintain a record of grades, typically updating them within one or two days following the completion of an activity.

LETTER GRADE ASSIGNMENT

Final course grades will be determined by the percentage of total points earned and will be assigned as follows

Letter Grade	Percentage	Performance
A	93-100%	Excellent Work
A-	90-92%	Nearly Excellent Work
B+	87-89%	Very Good Work
B	83-86%	Good Work
B-	80-82%	Mostly Good Work
C+	77-79%	Above Average Work
C	73-76%	Average Work
C-	70-72%	Mostly Average Work
D+	67-69%	Below Average Work
D	60-66%	Poor Work
F	0-59%	Failing Work

PART 5: COURSE POLICIES

Students are expected to attend all class sessions as listed on the course calendar. Each student is allowed up to three unexcused absences.

However, beyond these initial three absences, any further need for time off due to personal vacation, work-related commitments, or any health or personal circumstances will require prior approval. Such requests should be submitted via email to provide documentation and receive permission to accommodate these absences. It is important to note that if students accumulate more than three unexcused absences, they will be ineligible to take the final exam. This can directly impact their ability to earn a passing grade.

Participate

It is important to clarify that class participation will not be directly evaluated in this course. However, it is worth emphasizing that active participation during class sessions is essential. As the sessions progress, questions, debates, and opportunities to share ideas and perspectives will naturally arise, and all students are encouraged to actively engage in these interactions.

It is crucial to note that if, at any point, your scores on assessments do not meet the passing levels, active class participation may be taken into consideration to award additional points as an incentive to improve academic performance. While class participation is not directly assessed, it can positively impact your success in the course. Students are encouraged to commit to and actively participate in classes to make the most of this learning opportunity.

Build Rapport

In the event that students encounter challenges in keeping up with assignments or face any other course-related issues, it is essential to promptly inform the instructor. It is worth noting that nurturing positive relationships, both with peers and within the classroom environment, is of paramount importance.

Therefore, students are encouraged to take a proactive approach in communicating any difficulties that may arise during the course to their instructor. This early communication ensures that timely solutions can be sought to address any challenges and fosters a professional and effective learning experience.

Complete Assignments

All assignments for this course should be sent electronically through Gmail and Google Drive, unless the instructor specifies otherwise. It's important to submit assignments by the specified deadline. If a student needs more time, they should request special permission from the instructor before the due date. Keep in mind that extensions will only be granted in exceptional situations and will not extend beyond the following assignment.

Moreover, all discussion assignments need to be finished by the specified due date and time. Late or missing discussion assignments will affect the student's grade.

Understand When You May Drop This Course

In this course, it is understood that personal situations or circumstances outside of school may arise, requiring a student to stop attending classes for a period of time. To do this properly, a specific process has been established.

If a student finds themselves in a situation where they need to stop attending classes, they are asked to notify their instructor before making a decision. This prior communication is important so that the instructor can understand the situation and agree on how much time the student needs before returning to classes.

It is worth mentioning that, although a student may need a break from participating in the course, classes will continue progressing in the module and lesson in which they are or where they decided to stop participating. This ensures that the student can catch up effectively when they decide to return.

The goal is to support students during any period when they need to be absent and facilitate their return without difficulties. Students can reach out to their instructor to discuss their needs and agree on the necessary details for their return to the course.

Inform Your Instructor of Any Accommodations Needed

In our commitment to ensuring an inclusive educational environment, all students, regardless of their abilities or disabilities, have the option to request reasonable accommodations to fully participate in the course. We recognize the importance of providing equal access and opportunities to all students and strive to ensure that all accommodations are feasible within our means.

We encourage any students requiring specific adjustments due to different abilities or disabilities to reach out to the designated staff to coordinate and facilitate these accommodations. Our goal is to provide an inclusive and collaborative learning environment that fosters the success of all students. Any requests for reasonable accommodations will be treated confidentially and with the utmost respect for the individuality and dignity of each student.

We are committed to working closely with students to implement reasonable accommodations whenever possible and to ensure equitable access to education for all course participants.

Commit to Integrity

At "The Learning Source" (our vocational school), students are expected to maintain the highest standards of professionalism, active engagement, and integrity throughout their online learning experience.

Students are encouraged to approach their online courses with a strong commitment to professionalism, which encompasses punctuality, respect for peers and instructors, and adherence to the established codes of conduct for virtual classrooms. Upholding professionalism in online interactions is essential for creating a positive and respectful learning environment.

Active participation in online classes is paramount to success. Actively engaging in discussions, submitting assignments on time, and seeking assistance when needed are all integral components of the learning process. Active participation not only enhances individual learning but also contributes to the overall educational experience for fellow students.

Integrity is a core value upheld by "The Learning Source." Students are expected to demonstrate honesty and ethical behavior, both within the virtual classroom and in all aspects of their academic work.

At "The Learning Source," students are encouraged to embrace professionalism, active engagement, and integrity as fundamental principles of their online learning journey. Adhering to these principles ensures a positive and enriching online learning experience for all students.

ACADEMIC DISHONESTY POLICY

Definition of Academic Dishonesty: Academic dishonesty includes, but is not limited to, any form of cheating, plagiarism, fabrication of information, or other unethical behavior intended to gain an unfair academic advantage.

Prohibited Acts: Prohibited acts of academic dishonesty in the course may include, but are not limited to:

01 Plagiarism

Presenting someone else's work, ideas, or words as one's own without proper citation.

02 Cheating

Unauthorized use of external aids, such as notes, textbooks, or electronic devices, during assessments or examinations.

03 Fabrication

Inventing or falsifying data, sources, or information in assignments, reports, or any academic work.

04 Collusion

Unauthorized collaboration with other students in the completion of assignments unless expressly permitted by the instructor.

ACADEMIC DISHONESTY POLICY

Definition of Academic Dishonesty: Academic dishonesty includes, but is not limited to, any form of cheating, plagiarism, fabrication of information, or other unethical behavior intended to gain an unfair academic advantage.

Prohibited Acts: Prohibited acts of academic dishonesty in the course may include, but are not limited to:

05

Multiple Submissions

Submitting the same assignment or work for more than one course without prior approval from the instructor.

CONSEQUENCES OF ACADEMIC DISHONESTY:

First Offense:

In the event of a first offense of academic dishonesty, students may receive a failing grade for the assignment or assessment in question, and the incident will be documented.

Subsequent Offenses:

Repeated incidents of academic dishonesty will be subject to more severe penalties, including the possibility of course failure and academic disciplinary action.

Reporting Academic Dishonesty:

Faculty members who suspect academic dishonesty must report the incident to the appropriate academic authority at "The Learning Source." This report should include evidence and documentation of the alleged violation.

PREVENTION AND EDUCATION

"The Learning Source" is committed to preventing academic dishonesty and promoting education about ethical behavior. To support these efforts, the school provides:

Clear guidelines on academic integrity and expectations.
Resources and support for proper citation and research techniques.



**Opportunities
for students to
develop their
understanding
of academic
ethics.**

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.

CONCLUSION

This Academic Dishonesty Policy at "The Learning Source" is designed to uphold the principles of academic integrity and ensure that all students have an equal opportunity to learn and succeed in the "Web and Mobile Marketing" course.

Students are expected to read, understand, and adhere to this policy throughout their academic journey.



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