

Program Overview

The Online JB Media Institute provides up to date and actionable Internet marketing information based on the real world experience and knowledge of industry experts. Our program provides information and skills in an atmosphere of connection, collaboration, and innovation.

PROGRAM CONTENT

Social Media - Understand the most popular social media tools and learn best practices to grow your online community, manage communications, and create conversions.

Search Engine Optimization (SEO) - Maximize results for organic, mobile, and local SEO.

Public Relations - Get your story or brand shared while developing relationships with key influencers in relevant online communities.

Online Advertising - Explore popular advertising platforms and learn tips from the experts.

Strategy, Tracking and Reporting - Learn why statistics and reports are key to managing marketing for maximum effectiveness.

Individual Project: Students apply what they learn from the Institute to their organization through the creation of an integrated Internet marketing plan with the expert guidance of the JB Media Institute faculty.

WHO ATTENDS THE JB MEDIA INSTITUTE?

Marketing staff at businesses and non-profits responsible for the creation or oversight of the online elements of their marketing plan

Entrepreneurs who require a strategy for a new or existing business

Individuals who want to compete in today's job market

DETAILED SCHEDULE

* Mondays: weekly live call-in sessions

Week 1 – Internet Marketing Introduction

Day 1 – Introduction/Social Media

Opening Session

- Welcome and Intro

Social Media Track

- Social Media Intro
- Sarah Benoit,
Director of Training

Marketing & Consumer Behavior in the Social Media Age

Special Guest - Scott Rader, PhD

Day 2 – SEO/Advertising

SEO Track

- Intro to Search Engine Optimization

Sarah Benoit

Online Advertising Track

- Intro

Justin Belleme,
Director of Strategy and Owner

Day 3 - Strategy

Strategy Track

- Intro
- Marketing/ Budgeting

Sarah Benoit

Week 2 and 3 - Internet Marketing

Day 4 – Social Media/PR

Social Media Track

- Facebook
- Twitter

Sarah Benoit

PR Track

- Online PR Intro

Kimberly Daggerhart,
Director of Public Relations
& Advertising

Day 5 – SEO/Advertising

SEO Track

- Keyword Research

Leah Quintal,
Director of SEO and Content
Strategy

Advertising Track

- Facebook Advertising

Justin Belleme

Day 6 – Strategy

Strategy Track

- Project Management

Sarah Benoit

Day 7 – Social Media/PR

Social Media Track

- Beyond Facebook – Other SM Options for Businesses

Sarah Benoit

PR Track

- Press Releases
- How to Pitch a Story
- Editorial Calendars

Kimberly Daggerhart

Day 8 – SEO/Advertising

SEO Track

- Writing for SEO
- Meta Data
- SEO Page Formatting

Sarah Benoit

Advertising Track

- Google AdWords

Special Guest - Damon Dickinson,
Asheville Marketing Expert

Day 9 - Strategy

Strategy Track

- Project Brainstorm
- Group Discussion

Sarah Benoit

Week 4 – Reporting

Day 10 – Social Media/SEO

Social Media Track

- Reporting
- Sarah Benoit

SEO Track

- Reporting
- Leah Quintal

Day 11 – SEO/Advertising

SEO Track

- Linking: Internal, Outbound, and Inbound
- Leah Quintal

Advertising Track

- Google AdWords 2
 - Reporting
- Special Guest - Damon Dickinson

Day 12 - Strategy

Strategy Track

- Website Monetization
 - Marketing Automation
 - Entrepreneurial Interviews
- Justin Belleme

Week 5 – Special Topics

Day 13 – Social Media

Social Media Track

- Planning & Strategy
 - Advanced Facebook
 - Account Management
- Sarah Benoit

Day 14 – Advertising/PR

Advertising Track

- Graphic Advertising
- Kimberly Daggerhart

PR Track

- Email Marketing
- Kimberly Daggerhart

Day 15 - Strategy

Strategy Track

- Impact of Mobile
 - E-commerce
 - Integrated Marketing
- Sarah Benoit

Week 6 – Presentations

Day 16 - SEO

SEO Track

- Local Search
- Special Guest - Rich Owings,
Local Is Where It's At

Day 17 – Submit Slides

Deliver Action Plan

- Upload Action Plan
- Group Discussion

Day 18 – Submit Slides

Deliver Action Plan

- Upload Action Plan
- Group Discussion