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| Course Information: | |
| College: | Northcentral Technical College |
| Course Title: | Web Branding & Marketing Technical Support |
| Course Number: | 10-152-224 |

**Course Competencies**

Competencies are what learners will be able to do as a result of the learning experience. In this course, the competencies that you must demonstrate are:

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| **#** | **Course Competency:** |
| 1: | Examine the principles of branding |
| 2: | Experiment with tools utilized in an online marketing campaign |
| 3: | Develop a marketing strategy |
| 4: | Build the online component of a marketing campaign |
| 5: | Interpret Search Engine Optimization (SEO) analytics |
| 6: | Implement Search Engine Optimization analytics |
| 7: | Interpret social media analytics |
| 8: | Implement social media analytics |
| 9: | Implement customer service skills |
| 10: | Apply resources related to technical design and support for branding and marketing on the web |

| **Week(s)/ Session:** | **Learning Plan:** | **Targeted Competencies: (#)** | **Assessment Activities** |
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| 1-4 | LP1 | 1, 3, 4, 9 & 10 | * COMPLETE and SUBMIT PAT 1| Creating a Brand Voice * START PAT 4| Comprehensive Final Project * START PAT 5| Resource Guide * COMPLETE QUIZ: LP1 Branding * PARTICIPATE in the LP1 | Db thread. |
| 5-6 | LP2 | 2, 3, 4 & 10 | * START PAT 3| Social Media Optimization * CONTINUE working on PAT 4| Comprehensive Final Project * CONTINUE working on PAT 5| Resource Guide * COMPLETE QUIZ: LP2 Quiz Marketing Tools * PARTICIPATE in the LP2 | Db thread. |
| 7-8 | LP3 | 5, 6 & 10 | * COMPLETE & SUBMIT PAT 2| Search Engine Optimization Project * CONTINUE PAT 4| Comprehensive Final Project * CONTINUE PAT 5| Resource Guide * COMPLETE QUIZ: LP3 Quiz Search Engine Optimization * PARTICIPATE in the LP3 | Db thread. |
| 9-12 | LP4 | 7, 8 & 10 | * COMPLETE & SUBMIT PAT 3| Social Media Optimization Project * CONTINUE PAT 4| Comprehensive Final Project * CONTINUE PAT 5| Resource Guide * COMPLETE QUIZ: LP4 Quiz Social Media Optimization * PARTICIPATE in the LP4 | Db thread. |
| 13-16 | LP5 | 3,4, 10 | * COMPLETE & SUBMIT PAT 4| Comprehensive Final Project * COMPLETE & SUBMIT PAT 5| Resource Guide * COMPLETE: LP5 Final Test |