INTERACTIVE MARKETING TECHNIQUES
Course Syllabus

Course Number: MDIA-0083
OHLAP Credit: No
OCAS Code: 8213
Course Length: 120 Hours
Career Cluster: Information Technology
Career Pathway: Interactive Media
Career Major(s): Web Design

Pre-requisite(s): Business and Computer Tech OR Fundamentals of Technology

Course Description: Students will research marketing strategies and utilize appropriate design principles as they develop a brand identity for a business. Productivity tools will be utilized to create assets and build customer relations through electronic marketing techniques. (Can substitute this course for Digital Editing & Production Photography).

Textbooks: Interactive Marketing Techniques

Course Objectives: A. Demonstrate Knowledge of Interactive Marketing
1. Define marketing strategies and customer service techniques of successful businesses.
2. Explain and implement presentation management concepts, including storyboarding, layout, multimedia, font and color selection, graphic images, audience usability, file hierarchy, and navigation.
3. Demonstrate ways to communicate effectively and efficiently through presentation techniques.
4. Develop and deliver formal and informal presentations to engage or inform an audience.
5. Demonstrate sensitivity in communicating with a diverse workforce.
6. Prepare and deliver presentations for training, sales, and/or information sharing with supporting materials.
7. Represent technical issues to a non-technical audience.
8. Use dynamic, grammatically correct, communication skills for electronic marketing.
9. Apply successful strategies and customer service techniques to build customer relations through electronic marketing.
10. Identify target audience and information needs.
11. Develop an ad campaign to support a business, consisting of electronic marketing products, brochures, a website, and various promotional products.
12. Identify and construct appropriate “voice” for professional communications.
13. Demonstrate knowledge of organization’s offerings and of customers’ importance to the organization.
14. Apply principles and elements of color design, typography, and interactive marketing techniques.
15. Design and evaluate layouts for visual appeal to the target audience.
16. Design and develop a foundation for a digital portfolio.
## Teaching Methods:
The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

## Grading Procedures:
1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

## Description of Classroom, Laboratories, and Equipment:
Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

## Available Certifications/College Credit:
The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

## College Credit Eligibility:
The student must maintain a grade point average of 2.0 or better.