A two-day program to orient you with key digital marketing platforms, help you strategize within these platforms, and implement methods for success.

Online marketing can sometimes feel like fishing for an exotic catch in a vast ocean. Finding the right digital channels, tools and “bait” in digital marketing make all the difference in success or failure.

Improve your digital marketing efforts through this unique two-day program. Through a mix of lecture, discussion and hands-on exercises, you will leave this course confidently knowing how to achieve your digital marketing goals, and will have reviewed a Google Analytics account, as well as analyzed marketing campaigns with Google AdWords, Facebook, and display ads.

Deepen your understanding of key aspects of digital marketing platforms and explore how to reach and engage your target audiences.

The Bottom Line for You and Your Organization

You’ll learn skills you can apply right away, including:

- Creating (and communicating) a digital marketing strategy
- Implementing a paid search marketing plan
- Understanding best practices in SEO
- Establishing a content marketing initiative
- Developing an email marketing campaign
- Utilizing analytics to make informed marketing decisions
- Expanding and managing your social media presence on Facebook, Twitter, Pinterest, LinkedIn and more

“Deepen your understanding of key aspects of digital marketing platforms and explore how to reach and engage your target audiences.”

Your Instructors*  
Corey Cleek, MBA  
Adjunct Professor of Marketing; Internet Entrepreneur/Angel Investor

Corey Cleek has held various U.S. and International Marketing positions at eBay, CitySearch, and Amazon.com. Corey is a co-founder and the Chief Executive Officer of Uloop, Inc., an online classifieds platform for colleges and universities, and he is the Executive Chairman of fashionABLE, a social enterprise providing jobs to women in Africa. Corey teaches the Internet Marketing and Business Analytics courses at Vanderbilt’s Owen School of Management, and Principles of Marketing for Vanderbilt’s College of Arts and Sciences. Corey is a graduate of the University of Tennessee and Duke University’s Fuqua School of Business.

Erick Goss, MBA, MIR  
Adjunct Professor of Management

Erick Goss is the Managing Partner of Creative Trust Media (CTM). Erick oversees the marketing, distribution and product development for studio relationships. Prior to CTM, Goss was the Vice-President of Marketing at Magazines.com, and Goss spent seven years working for Amazon.com. Prior to Amazon, he served in the U.S. Navy as a naval aviator and Pentagon spokesperson. Goss graduated with honors from the U.S. Naval Academy with a B.S. in Computer Science. He has an MBA with honors from the University of Michigan and a M.A. in International Relations with honors from Troy University.

*Program content and faculty subject to change; check website for details.
Digital Marketing – Sample Schedule*

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
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<tbody>
<tr>
<td><strong>AM</strong></td>
<td></td>
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<tr>
<td>Digital Marketing Trends</td>
<td>Email Marketing</td>
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<tr>
<td>SEO and Paid Search Marketing</td>
<td>Display Advertising</td>
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<tr>
<td>Social Media Marketing (Organic and Paid)</td>
<td>Mobile and App Advertising</td>
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<tr>
<td>Content Marketing</td>
<td>Google Analytics</td>
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<tr>
<td>Native Advertising</td>
<td>Site Review and Optimization</td>
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</tbody>
</table>

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Who Should Attend

- Managers who desire a thorough understanding of digital marketing
- Anyone with online marketing responsibilities, including: search engine marketing, search engine optimization, social media marketing, email marketing, mobile marketing, display advertising and/or online analytics
- Managers responsible for an advertising budget
- Entrepreneurs

Cost

$1,980

Cost includes tuition, instructional materials, continental breakfast and lunch (all days).

Conveniently located near downtown Nashville, Vanderbilt Owen Graduate School of Management is ranked as a top institution by BusinessWeek, the Wall Street Journal, U.S. News & World Report, Financial Times and Forbes.

Visit our website for more information regarding programs and schedules, faculty biographies, online registration and maps and directions.

About the Vanderbilt Executive Development Institute

The Vanderbilt Executive Development Institute at the Owen Graduate School of Management offers proven and practical programs to help individuals and organizations refresh, engage and strengthen management expertise. Open Enrollment Programs for individuals are short, highly focused programs in areas of Leadership, Management and Strategy. Custom Programs for organizations are custom-built and are uniquely tailored to help each client tackle a specific organizational need or to achieve its developmental goals for established and emerging leaders.