

**Jacobs & Stone Multichannel Marketing Communications (MC2) Certificate  
 Program**

Syllabus

<p>Week 1</p>	<ul style="list-style-type: none"> <li>● <b>Intro to class</b> <ul style="list-style-type: none"> <li>○ Goals</li> <li>○ Review syllabus</li> <li>○ Class expectations</li> <li>○ Discuss Class Assignment</li> </ul> </li> <li>● <b>Multi-channel Marketing Communication</b> <ul style="list-style-type: none"> <li>○ How marketers build multichannel marketing communication</li> <li>○ How multichannel is evolving</li> <li>○ Using smarter data, not just bigger data</li> <li>○ The growing role of inbound and content marketing</li> <li>○ Focus on outcomes, not processes</li> <li>○ Best practices in marketing measurement</li> <li>○ Case study</li> </ul> </li> </ul>	<p>Ron Jacobs, Jacobs &amp; Clevenger</p>
<p>Week 2</p>	<ul style="list-style-type: none"> <li>● <b>Growing Role of Data</b> <ul style="list-style-type: none"> <li>○ Marketing to an individual person</li> <li>○ How data helps engage an audience across channels</li> <li>○ How is the data compiled</li> <li>○ What are the expectations from customers who share data</li> <li>○ What are the challenges / concerns with leveraging customer data in your marketing programs</li> </ul> </li> <li>● <b>Marketing Measurement &amp; Attribution</b> <ul style="list-style-type: none"> <li>○ How is marketing measured</li> <li>○ How do marketers track customer journeys</li> <li>○ How can marketing be optimized via measurement</li> </ul> </li> </ul>	<p>Josh Dreler, Kenshoo</p>
<p>Week 3</p>	<p><b>Mobile &amp; Email Marketing</b></p> <ol style="list-style-type: none"> <li>1. <b>Mobile - impact on marketers</b></li> <li>2. <b>Email Marketing - an important channel</b></li> </ol>	<p>Allison Cuca, McDonald's (mobile)</p> <p>Roy Wollen, Hansa Marketing (email)</p>

Week 4	<ul style="list-style-type: none"> <li>● <b>Paid Media - Search &amp; Programmatic</b> <ul style="list-style-type: none"> <li>○ Investment options and best practices for targeting your audience online. How marketers leverage Google and others to target search.</li> <li>○ What are best practices and risks of Display advertising.</li> </ul> </li> </ul>	Jared Gach, Performics
Week 5	<ul style="list-style-type: none"> <li>● <b>Marketing Creative</b> <ul style="list-style-type: none"> <li>○ How to best reach your target audience with the right messaging</li> <li>○ The creation process for building advertising assets</li> <li>○ What makes good ads vs bad ads</li> </ul> </li> <li>● <b>Search Engine Optimization</b> <ul style="list-style-type: none"> <li>○ The difference between paid search advertising and organic search optimization</li> <li>○ How search engines rank pages</li> <li>○ What marketers do to get their pages ranked higher</li> <li>○ White hat and black hat SEO techniques</li> </ul> </li> </ul>	Ethan Guberman, Reach Creative (Marketing Creative)  Josh Dreller, Kenshoo (SEO)
Week 6	<ul style="list-style-type: none"> <li>● <b>Channel Connection &amp; Innovation</b> <ul style="list-style-type: none"> <li>○ Google's perspective on Innovation and multichannel marketing. How can marketers connect the dots?</li> <li>○ What's on the horizon for future marketing considerations?</li> <li>○ Preparation for final presentations</li> </ul> </li> </ul>	Dave Langert, Google
Week 7	<ul style="list-style-type: none"> <li>● <b>Direct Mail / Email / Addressable Media</b> <ul style="list-style-type: none"> <li>○ How marketers leverage CRM and addressable media. Why direct mail still matters and how its changed over time. Business models - b2b vs b2c</li> <li>○ b2b channels for marketing</li> </ul> </li> </ul>	Scott Tinkoff, MeritDirect
Week 8	<b>Final student presentations</b>	Prof. Steve Kelly, DePaul Ron Jacobs, Jacobs & Clevenger