MARBO1: Internet Marketing for Small Business: Fundamentals (8-10 hours)
Do you want to market your Small Business online, but don’t know where to start? This short course will give you a solid foundation of basic skills and fundamental strategies. Start with an introduction to Search Engine Optimization, Social Media, and Pay Per Click Advertising. Then move on to additional training in each of these three areas, with a special focus on optimizing for local search.

MARBO2: Internet Marketing for Small Business: Strategies (8-10 hours)
If you’ve already got some experience with Internet marketing, and are ready to take your campaign to a new level? Are you using social Media to promote your business, but are overwhelmed by the options? Then this is the course for you. Discover the finer points of Search Engine Optimization, copywriting, and content strategy; build a plan for your Social Media outreach; and fine tune your PPC campaigns.

MARBO6: YouTube and Video Marketing (8-10 hours)
In today’s media-rich culture, leaving yourself out of the video market means leaving yourself out in the cold. This course covers the best and latest trends and strategies of YouTube and Video Marketing. Learn what kind of content goes viral, why viewers connect with brands via video, and how analytics can help you understand and achieve your online marketing goals. The course is based on Greg Jarboe’s recently released book “YouTube and Video Marketing: An Hour a Day”, 2nd Edition.

MARBO4: Going Viral: Executing Your Viral Marketing Campaign Idea (4-6 Hours)
There is no magic formula for making your marketing message "go viral," but there are some core principles that marketers can utilize to increase the odds of success. This course explains the core concepts, strategies, success stories, and checklists for brainstorming, designing, and launching your viral marketing campaign.

MARBO5: Microblogging & Twitter (4-6 Hours)
Everybody else is Tweeting ... does that mean you have to do to? Companies often jump on board of the latest fad before considering whether or not it’s the right tool for their business ... or before they have any sort of strategy at all. In this course, Jennifer Evans Cario, respected social media strategists and leading authority of online publicity, explains strategies, tips, best uses, and the best Twitter tools. In the end, you should have all the information you need to figure out how Twitter can be a valuable marketing tool for your business whether you're in the B2B or B2C game.

MARBO11: YouTube Advertising (4-6 hours)
When most people think of YouTube, they think of viral videos, such as cute kittens and music mashups. But how do the people making the videos generate revenue? That’s the other side of the equation: YouTube Advertising. From pre-video clips to pay-per-click overlays to on-page banner ads, YouTube offers a variety of ways to generate revenue from video popularity. Whether you make videos for fun or profit, this course will help you understand how to get the most out of YouTube's advertising platform.
**MARB07: Holiday PPC Advertising Strategies (4-6 Hrs)**
Holiday seasons change the behavior patterns of both retail and B2B buyers. Want to capture a larger share? Discover the keywords, ad copy, and landing page strategies that appeal the most to the unique buying style of the seasonal shopper. Join the expert marketers Brad Geddes, Bryan Eisenberg, and Avinash Kaushik as they explain the psychology of holiday shopping, how to tailor your campaigns to generate more clicks & conversions, and specific methods to measure your success. You'll learn the keywords that convert best for holiday search traffic, essential strategies to maximize mobile bargain hunters and how to build landing pages that turn motivated shoppers into appreciative customers!

**MARB08: Facebook Marketing (2-4 hours)**
Facebook has grown to be more than a super popular social networking site. Today it is a powerful business marketing tool. This short course explains how businesses can use Facebook as a massive lead generation and customer communication platform. Learn how to use this versatile and far-reaching social networking application to promote your business.

*This course can also be found in section 4 of the “Internet Marketing for Small Business: Fundamentals” course. Get a sneak preview of the kind of instruction you’ll enjoy in the longer courses... plus you’ll get a head start on organizing your new Facebook strategy.*

For more information or to enroll, please contact Anna Shipulina at 847-635-1498 or ashipuli@oakton.edu.