

Springfield Technical Community College
ACADEMIC AFFAIRS

Course Number: GAT-237

Department: Graphic Arts technology

Course Title: Internet Advertising Design

Semester: _____

Objectives / Competencies

Course Objective	Competencies
<p>1. Student will demonstrate the understanding of the primary functions, features, benefits, and construction of Internet advertising media vehicles and how they are developed and interface to create an integrated digital promotional campaign</p>	<p>1. Describe the principle elements of Internet advertising including digital display advertising, database marketing, targeted email and social networking</p> <p>2. Explain the primary functions of the website and mobile marketing</p> <p>3. Explain the benefits of on-line advertising, cost, measureability, formatting, targeting and speed and coverage</p>
<p>2. Students will display a proficiency in creating keyword directories and incorporating search categories into websites to improve ranking in organic search quires</p>	<p>1. Explain the principles of search engine marketing and search engine optimization</p> <p>2. Describe the benefits and process for search engine optimization</p>
<p>3. Students will illustrate an in-depth understanding of Search Engine Marketing, Search Engine Optimization, Sponsored Search, Mobile Advertising, Email Adverting, and Chat Advertising, Online Classified, Adware and Online Marketing Platform the benefits of each media and the ways that the Interactive Advertising Bureau monitors each</p>	<p>1. Describe the various search media options available</p> <p>2. Explain the differences between search media and features and benefits of each</p> <p>3. Explain the purpose The Interactive Advertising Bureau, its functions and benefit to Internet advertisers</p>

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<p>4. The student will learn how to analyze Internet advertising campaigns using standard metrics and determine the level of success and return on investment of an Internet advertising promotion. In addition, they will demonstrate the ability to calculate the cost to generate sales leads</p>	<ol style="list-style-type: none"> 1. Describe the standard metrics used to determine the effectiveness of display advertising on the Internet 2. Explain each of the metrics used to monitor Internet advertising including Impressions served, clicks, conversions and return on investment 3. Explain the method used to calculate the cost-per-lead when evaluating an on-line advertising campaign
<p>5. Students will demonstrate the ability to determine the most advantageous ad formats to use in an interactive advertising campaign, which display ad type will best achieve the advertising goals, and the Internet Advertising Bureau's regulatory guidelines for each ad format and the ability to track the campaign's success</p>	<ol style="list-style-type: none"> 1. Describe the array of on-line display ad types and the features and benefits of each 2. Explain the most popular interactive ad sizes relative to display monitors and how they conform to the Internet Advertising Bureau's guidelines 3. Explain optional display ad sizes available for inactive promotions and their placement within a website
<p>6. The student will acquire an in-depth understanding of the concepts associated with cost structure of Internet advertising including CPM, cost per mille, CPC, cost per click, CPE, cost per engagement, and CPV, cost per view and the advantages and disadvantages of Paid Inclusion compared with Search Engine Marketing cost</p>	<ol style="list-style-type: none"> 1. Explain the compensation methods used for Internet advertising 2. Describe the concept of Paid Inclusion and Search methods and the specifics which differentiate them 1. Explain the relationship of the creative process to an Integrated Advertising campaign

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<p>7. The student will develop proficiencies in the features and benefits of various search engines including, Google, Yahoo, Bing, and other niche search engines like Yelp. In addition, students will take the certification exam through Google and become a Certified Google Search Reseller</p>	<ol style="list-style-type: none">1. Describe the dominance of Google Search and Google AdWords compared to other search engines how Google Search and AdWords each function as part of an interactive advertising campaign2. Explain Google Certification Program3. Describe the process to become Certified Google Resellers and prepare for Google Certification test