

BELMONT UNIVERSITY'S  
**CENTER for EXECUTIVE EDUCATION**

LEARN IT TODAY. APPLY IT TOMORROW.

*Strategic Inbound Marketing Program*  
*Spring 2019 Schedule*

**February 7, 2019 – March 7, 2019**

Massey Business Center, Room 400, 8:00 am - 4:30 pm

1

**INTRODUCTION TO  
DIGITAL MARKETING  
STRATEGIES:**

OUTBOUND VS. INBOUND

FEBRUARY 7

2

**CONTENT  
LEADERSHIP:**

CREATION VS. CURATION;  
THE FOUR CRITERIA OF  
CONTENT LEADERSHIP

FEBRUARY 14

3

**THE HUB OF CONTENT  
LEADERSHIP:**

WEBSITE/BLOG DESIGN  
COMBINED WITH SEARCH  
ENGINE OPTIMIZATION

FEBRUARY 21

4

**THE SPOKES OF  
CONTENT  
LEADERSHIP:**

EXPLORING SOCIAL MEDIA  
PLATFORMS FOR YOUR  
TARGET MARKET

FEBRUARY 28

5

**MARKETING METRICS:**

HOW TO MANAGE AND  
UTILIZE YOUR  
MARKETING ANALYTICS

MARCH 7

This 5-week course provides participants with an understanding of the importance of digital marketing strategies in today's business communities.

\* This course is approved for 35 Elective CEU hours by the TN Real Estate Commission

\***INSTRUCTIONAL TAKE-AWAY:** A Viable and Operational Inbound Marketing Platform

