

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

