COURSE SYLLABUS

YouTube Marketing (Self-Paced)

In this hands-on training workshop, learn how to use YouTube for social media marketing and develop a successful business content strategy. This workshop covers all aspects of video-based social media marketing, from creating a channel and editing content to monetization and using Shopify with YouTube.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/youtube-marketing-online



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Course Outline

Introduction to YouTube

- Introduction to YouTube
- History of YouTube
- YouTube What's New
- Creating a channel

Developing a Strategy for Video Content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics

Creating Successful Content for YouTube

- Find a theme for your content
- Introduction to vlogging
- Story building and development
- Creating playlists

Editing Content for YouTube

- Using YouTube Studio
- Editing captions and titles for SEO
- Editing content in YouTube Studio
- The importance of thumbnails

Monetization and Paid Advertising

- Ad creation best practices
- Ad analytics
- Adding monetization
- Video insights

How to use Shopify with YouTube

- Reasons to use Shopify
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products