

PART-TIME TEACHING OPPORTUNITIES

CERTIFICATE IN DIGITAL MARKETING



The University of Washington is proud to be one of the nation's premier educational and research institutions. UW Professional & Continuing Education, delivered by Continuum College (UWC²), offers certificate programs and degrees to working professionals in the evenings, weekends and online.

UWC² has a range of outstanding opportunities for instruction and curriculum development in the:

CERTIFICATE IN DIGITAL MARKETING

In this 3-course certificate program, students explore ways to leverage digital marketing channels to produce measurable results. The program covers various methods to attract and engage customers online and approaches for measuring performance and optimizing campaigns. As a capstone project, student teams build a digital marketing plan for a real client. Topics include:

- Methods for generating digital traffic and engagement, including search, paid media, affiliate marketing, social media and email marketing.
- How to optimize your website with SEO techniques, meaningful content and a superior digital customer experience
- Digital marketing forecasting and budgeting basics
- Methods and tools to personalize digital communications at scale
- Tools and approaches for measuring and optimizing marketing performance

This certificate program is designed for professionals with a college degree, familiarity with marketing fundamentals, and at least one year of work experience. See www.pce.uw.edu/certificates/digital-marketing.

INSTRUCTIONAL ROLES

- **Course Instructor** – Share and grow your skills by teaching a set curriculum in any one of four formats described below. For the classroom format, you would teach one night a week or on Saturday, depending on the course schedule. In the classroom, you would deliver the provided lecture, facilitate discussion and in-class exercises, and grade homework. If you are teaching in the online format, you would answer student questions via email and discussion board, hold weekly office hours and grade homework. You would not be giving lectures because online students will watch pre-recorded lectures. *We have courses running all year so please inquire about timing/format/location of available opportunities.*
- **Instructional Assistant** – Develop your knowledge and experience by serving as an instructional assistant to coach students in the self-paced online format. *This is a 3-month assignment that will involve answering student questions and discussion boards and reviewing homework. The first contract will begin in November 2019 and we will have ongoing opportunities after that.*

If you are interested in either of the two roles above, you would need to determine which of the three courses you are qualified to teach, content-wise (DMKT 310, 320, 330 – see descriptions below). You would also need to state your preferences in terms of course format and location. Courses are offered in the following formats: 1) self-paced online; 2) group-paced online; 3) classroom (downtown Seattle and Bellevue). See below for more detail. All roles are part-time and designed to accommodate professionals who work during business hours. Courses run for 10 weeks. Please inquire for more details.

CERTIFICATE IS OFFERED IN THREE FORMATS

- **Online, self-paced** –Students start anytime and move at their own pace with up to 4 months to complete each course. There are no class meetings or fixed deadlines.
- **Online, group-paced** – Students start and finish the program as a group with opportunities to interact with instructors and classmates through office hours, discussion boards and projects. Assignments have fixed deadlines.
- **Classroom** – Students attend class in downtown Seattle or Bellevue one night a week or on Saturdays.

COURSE TOPICS

Course 1: Foundations of Digital Marketing (DMKT 310)

Topics
<ul style="list-style-type: none">• Identify differences between digital and traditional marketing• Distinguish ad types within the ad ecosystem• Draw the distinction between a business-to-consumer (B2C) and business-to-business (B2B) digital marketing• Map a typical digital user experience and customer journey• Identify digital marketing dependencies including websites, applications, data and content• Produce a digital marketing analytics framework--“the funnel”• Define digital marketing channels, tactics, and identify nuances within the channels• Identify digital marketing channel- specific measurements, KPIs, tools, and services

Course 2: Digital Marketing Toolkit (DMKT 320)

Topics
<ul style="list-style-type: none">• Explain the importance of marketing attribution and distinguish between attribution models• Create a digital marketing budget for multiple scenarios including monthly, test, or annual• Forecast and assess a forecast for a digital marketing program

- Develop a digital marketing media plan
- Identify digital marketing tools and their application
- Define marketing automation and summarize a marketing automation platform
- Design a multivariate test plan
- Tie digital marketing channels and tactics to strategy

Course 3: Applied Digital Marketing (DMKT 330)

Topics

As the capstone of the Certificate in Digital Marketing, this course focuses on a team project to build a digital marketing plan for a real-world client. After being matched with a company, student teams will work with the client to evaluate their needs and then create a set of strategic digital marketing recommendations.

The instructor will need to source company projects for the students to work on. The instructor is more of a coach than a lecturer in this course, spending the majority of time providing teams with feedback on the progress of their projects.

SKILLS AND EXPERIENCE

Required

- To be an instructor: At least 10 years of professional experience in marketing
- To be an assistant: At least 4 years of professional experience in marketing
- Excellent interpersonal, oral, and written communication skills
- Legal authorization to work and receive compensation in the United States

Desired

- Teaching or curriculum development experience

APPLY TO TEACH

Interested applicants should send a resume or LinkedIn profile and letter of interest describing relevant experience and areas of expertise, and preferred role to the Program Manager, Malia Morrison, malia47@uw.edu. Feel free to inquire if you have any questions.



The University of Washington is a leader in [environmental stewardship & sustainability](#), and committed to becoming climate neutral.

[The University of Washington is an equal opportunity, affirmative action employer.](#) To request disability accommodation in the application process, contact the Disability Services Office at 206-543-6450 / 206-543-6452 (tty) or dso@uw.edu.