

# PART-TIME CURRICULUM DEVELOPMENT AND 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 (UWC<sup>2</sup>), offers certificate programs and degrees to working professionals in the evenings, weekends and online.

UWC<sup>2</sup> 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 fundamental concepts for creating and managing impactful digital content and discuss various methods to attract and engage customers online. 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, social media and email marketing.
- How to optimize your website with SEO techniques, meaningful content and a superior digital customer experience
- Best practices for improving conversion on your website
- Methods and tools to personalize digital communications at scale
- Tools and approaches for measuring marketing performance

This certificate program is designed for professionals with a college degree and at least one year of professional business experience.

### INSTRUCTIONAL AND CURRICULUM DEVELOPMENT ROLES

There are four types of compensated roles available. All roles are part-time and designed to accommodate professionals who work during business hours. Please inquire for more details.

- **Program Design Consultant** – Evaluate and revise existing curriculum to align with current market needs. Produce a curriculum map for the whole 3-course program that will include course outcomes, topic sequencing, evidence of learning methods, admissions requirements and technology needs. *The bulk of the work for this assignment will be from September - December 2018 with a small amount of work in Jan and Feb 2019.*
- **Course Developer** – Share your expertise by developing videos, activities and assignments and curating content for one course in the program. *This is a 6 month assignment to develop one 30-content-hour course. Hours per week will vary depending on number of developers and schedule of deliverables. Development of course 1 will run from Jan-June 2019; course 2 will run from Feb-July 2019 and course 3 will run from June-Nov 2019.*

- **Course Instructor** – Share and grow your skills by teaching a set curriculum in any one of four formats described below. *Courses run for 10 weeks. If in the classroom, you would teach one night a week and review homework. If online, you would answer student questions and discussion boards, hold weekly office hours and review homework. Inquire about timing of specific courses.*
- **Instructional Assistant** – Develop your knowledge and experience by serving as an instructional assistant to coach students online. *This is a 3-month assignment that will involve answering student questions and discussion boards and reviewing homework. The first assignment will begin in September 2019.*

We also seek **advisory board members** who are senior-level professionals in the field and can help to guide and review curriculum and promote the program. Advisory board members contribute around 10 hours per year on an as-needed basis.

## CERTIFICATE IS OFFERED IN FOUR 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.
- **Classroom, accelerated** – Students move through the program more quickly with all-day Saturday sessions.

## COURSE TOPICS

### Course 1: Inbound Digital Marketing

Topics
<ul style="list-style-type: none"> <li>• How organic search and SEO work</li> <li>• How to integrate content marketing into your media</li> <li>• Key elements and best practices of a professional social media program</li> <li>• How to optimize conversion on an e-commerce site</li> <li>• Important metrics for measuring the impact of digital marketing</li> <li>• How to use Google Analytics to generate essential data</li> </ul>

### Course 2: Digital Advertising & Email Marketing

Topics
<ul style="list-style-type: none"> <li>• Approaches to advertising research and attribution</li> </ul>

- How to buy and deliver a digital ad to a customer including paid search, paid social, display, video and mobile advertising
- How to target digital advertising
- Email marketing principles and techniques
- Marketing automation

## Course 3: Digital Marketing Strategy

### 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.

This course also explores how digital marketing automation and customer relationship management tools enable one-to-one communication at scale. Further, the course examines different laws that govern digital marketing activities and students learn how to mitigate risk by anticipating common pitfalls.

## SKILLS AND EXPERIENCE

### Required

- To be an instructor, developer or program design consultant: 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](mailto: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](mailto:dso@uw.edu).