Miami Dade College

Course Description

MAR1932 | Email Marketing Fundamentals | 1.00 – 3.00 credits

This course introduces email marketing using Mailchimp with powerful marketing tips and techniques that will help students jump forward and build a list of targeted subscribers. Students will learn a variety of applications ranging from creating email lists, marketing campaigns, sending emails and how to read reports and analytics.

Course Competencies

Competency 1: The student will identify the fundamentals of email marketing by:

1. Recognizing the value of inbound tools for consumer relationships
2. Exploring how e-mail marketing correlates with the rate of return
3. Analyzing the techniques of effective email marketing strategy
4. Defining the components of a high-performing email

Competency 2: The student will assess how the Mailchimp platform operates and its value proposition by:

1. Generating a Mailchimp account
2. Exploring the audience management tool
3. Comparing and contrasting setting up groups, segments, and tags
4. Generating an email list, adding new subscribers, and utilizing Mailchimp's management tools
5. Utilizing segments in a list

Competency 3: The student will practice how to create and send emails by:

1. Formulating how to create a campaign and a landing page
2. Exploring the process of creating and embedding a signup form in the email and website and how to promote it
3. Demonstrating how to preview and test an email
4. Preparing A/B Tests in email marketing

Competency 4: The student will assess the analytics of email marketing by:

1. Identifying how to track email results with reports
2. Calculating the basic metrics of email marketing such as hard bounces, click through rates, open rates
3. Assessing deliverability issues and the importance of data quality
4. Defining campaign performance metrics
5. Describing how to benchmark against other sources

Learning Outcomes:

- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively