Topic	Learning Objective	Method	Length
The Evolution of the Marketing	Students will identify how technological advancements have contributed to the changing of marketing to the consumer.	Lecture Video	15 Minutes
Major Trends in Modern Marketing	Students will list how trends like short attention spans, being overwhelmed, access to information, etc. have contributed to changes in modern marketing.	Lecture	20 Minutes
How Visual is the Key to Modern Marketing	Group will discuss how visual is dominant & how words negatively impact marketing & communications with the modern consumer	Group Discussion	15 Minutes **50 Minutes**
Break			10 Minutes
Hub & Spoke Marketing & Your Website	Students will determine what Hub & Spoke Marketing is and how to leverage their website to give the consumer the information & experience they desire.	Lecture	15 Minutes
How to attract Consumers to Your Hub	Students will obtain techniques to build a consumer-centric & compliant website, plus strategies including Search Engine Optimization & Pay Per Click Advertising that attract consumers to find value in your site.	Lecture	20 Minutes
As a Consumer What do You want in a Real Estate Site	Group will discuss features they desire as a consumer on real estate websites so that they can incorporate those ideas into their own sites.	Group Discussion	15 Minutes **50 Minutes**
Break			10 Minutes
Social Media Your Key to Connecting with Consumers	Students will identify how to leverage social media within compliance to stay in your clients' lives and build online communities to connect with new like-minded consumers.	Lecture	20 Minutes
Video, Give the Consumer what they Want	Students will list how to leverage video within compliance to connect with new like-minded consumers in the format they most desire.	Lecture	15 Minutes
Mobile, Reach the Consumer where they are	Students will determine how to leverage mobile within compliance to connect with new consumers on the devices they are utilizing the most.	Lecture	15 Minutes **50 Minutes**
Assessment	Students will review why the marketing to the consumer has changed & how to best serve the client's interests.	Review	**10 Minutes**
160 Minutes Total			