



Massive Open Online Courses (MOOC)

The Strategy of Content Marketing

by University of California Davis

This course introduces the core strategies content marketers use to acquire and retain customers profitably.

Specifically, you will explore the way content marketers put ideas into action, how to build personal professional brand and through content marketing.

Course start date: Aug. 28, 2017

Facilitated discussions (required) at the American Center from 17:30 - 18:50 on 1, 8, 15, 22, 29 September, 2017.

REGISTER AT: <https://goo.gl/KZc9Ld>

Three steps to join our MOOC:



Online register:

<https://www.coursera.org/learn/content-marketing>



Discussion with

facilitator:
Nikki Nguyen



Certificate

from the U.S. Embassy
for students completing the
MOOC and joining facilitated
discussions

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