



# **Tzomet Course in Digital Marketing/Content Writing**

## **Information Sheet**

Starting Date: January 14, 2020      Ending Date: May 19, 2020

Classes will be held Tuesday Evenings 6-9 PM in Givat Shaul, Jerusalem

### **Student Pre-requisites:**

- Native English or High Proficiency English Writing Capabilities
- Candidates should love to write & possess wide ranging interests & creative thinking skills

### **Faculty**

Mrs. Tracey Horowitz, MA

*Marketing consultant for EL AL, Marvel, KKL and other Israeli & international concerns. Tracey specializes in strategizing, marketing, writing, and editing to set the wheels in motion for the next big success.*

Mr. Jonathan Ratner, MSM, Co-founder Tzomet Counseling & Studies

*Veteran educator and career development advisor with rich experience in strategic marketing and finance.*

### **Course Structure**

- 60 classroom hours
- 40 homework hours
- Final Project

### **Course Requirements**

- Classroom Attendance of >80%
- Completion of homework assignments
- Final Project

*Registration Fee: 500 NIS      Tuition: 6,000 NIS, payable in 6 installments*

***Generous subsidies for qualified olim (up to 10 years)***

**In this course, you will learn the skills that will prepare you to get a job in digital marketing/content writing and open up a new career pathway for part-time or full-time work.**



## **Tzomet Digital Marketing/Content Writing**

### **2020 Academic Calendar**

	<b><u>Hands On Marketing</u></b> Taught by Mrs. Tracey Horowitz	<b><u>Marketing &amp; Career Development</u></b> Taught by Mr. Jonathan Ratner
Week 1	Introduction to Marketing <ul style="list-style-type: none"> <li>• Jobs in the Field</li> <li>• Types of marketing Traditional and non-traditional</li> </ul>	Differentiation TLC-Think Like a Customer Strategic Marketing
Week 2	Marketing Theory Marketing Funnel Explore Digital	Understanding Yourself/Understanding the Customer MBTI
Week 3	Ecommerce Explained	Speed Reading People
Week 4	Product Marketing	Tribes & Leadership
Week 5	Market Research	4 Epochs - Digital Age
Week 6	Email Marketing & industry tools	Business writing, Persuasive writing
Week 7	Industry Tools Contd	Branding Yourself
Week 8	Content Marketing I	Writing a Killer CV
Week 9	Content Marketing II	Writing a Marketing Plan I
Week 10	Content Marketing III	Writing a Marketing plan II
Week 11	Copy Writing	Writing Grants

***Tzomet Career Counseling & Studies***

Bet Aharon 4 Rechov Ha'Ofeh Givat Shaul Jerusalem Israel

02-652-2206

[www.tzometcounseling.com](http://www.tzometcounseling.com)



Week 12	SEO/CRO	Conversion Strategy
Week 13	Social Media/Youtube	Job Search
Week 14	Google Ads & Statistics	Job Interview Techniques
Week 15	<b>Final Project Presentations</b>	

**For More Information**

Call Mrs. Chana Ratner, 0527134917, Head of Tzomet Counseling & Studies, Registered Amuta 580636728 [crtzomet@gmail.com](mailto:crtzomet@gmail.com)