

Marketing with Google and YouTube

Business-ready skills for growth, operations, and

A practical, student-friendly outline covering key concepts, tools, and applied workflows.

MODULES

2

LESSONS

13

FORMAT

Self-paced

Module Breakdown

MODULE 1

Learning Block 1

- Overview Of The Interface
- Setting Up A Google Plus Page
- Linking Your Other Social Networks
- Linking Your Website To Your Google Plus Page
- Review Of Your Google Plus Dashboard
- Notification Settings For Google Plus
- Photo Settings In Google Plus

MODULE 2

Learning Block 2

- Google Plus And YouTube
- YouTube Advanced Settings
- Interface For Uploaded Videos
- Sharing Videos Across Your Social Network
- Updating Your About Section
- Quick Recap Of Everything Covered So Far