

WHEN DIGITAL MARKETING MOVES TOO FAST TO TEACH FROM PRINT: HOW THESE SCHOOLS HANDLED IT

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With the explosive requirements for digital marketing skills, most schools struggle to keep curriculum up to date and relevant. Attend this session to learn three models for keeping up, enabling students, and protecting your reputation. You will learn what worked – and what did not work – for Duke University, the University of Tennessee, F.I.T./SUNY, Benedictine University, and Palm Beach State University. This session has application for courses ranging from associate through graduate levels, professional development programs, and workforce/industry certification and training.