



Syllabus (Revised 1/8/20)

Course Objectives:

Students will understand how to start and grow a successful YouTube Channel including the following skills:

- Entrepreneurship
- Planning and project management
- Basic video production
- YouTube Channel setup
- Video posting
- Marketing
- Developing monetization strategies
- Realistic expectations and perspective

Course schedule:

12 section course / 60 hours of course work including:

- Video Lessons
- Video Demonstrations
- Case Studies
- Video workshops about YouTube ethics and

Course contents:

- Lesson 1 - Intro/Overview
- Lesson 2 - Choosing your category
- Lesson 3 - Planning your videos
- Lesson 4 - Choosing your tech
- Lesson 5 - Editing tips
- Lesson 6 - Video shoot demonstration
- Lesson 7 - Video editing demonstration
- Lesson 8 - Starting your channel
- Lesson 9 - Optimizing your videos
- Lesson 10 - Creating revenue streams
- Lesson 11- Marketing your channel
- Lesson 12 - Launch party

Student Learning Outcomes

When students have completed the course they will have a realistic understanding about the opportunities YouTube offers, as well as the threats it poses. Students will know the steps necessary to utilize YouTube to earn income, develop a following or serve another cause. Having completed the course they will understand the effort required to be successful on YouTube.