The demand for qualified Online Marketers is growing daily and the demand for quality education is growing with it. Heartland Community College is now in partnership with Market Motive who offers web-based courses for sales and online marketing. Each course is OMPC certified (Online Marketing Certified Professional) and you can finish in as little as three months. All courses are 100% online, open enrollment, and designed for student success. See below for course descriptions. To register for these courses, please contact Community Education at (309) 268-8160.

Internet Marketing Fundamentals – COMPNCR 1897
Gain a comprehensive overview of Internet marketing, and finish with a solid understanding of not only how each discipline works, but how the disciplines work together. The curriculum is made up of six discipline-specific short courses, each with its own final test. At the end of the series, you'll be armed with enough information to confidently discuss each area of Internet marketing with clients, contractors and team members. This course also prepares you to move on to the full-length immersion courses in each discipline. This course qualifies graduates for OMCP® Certification.

Course Fee:  $599

Social Media Marketing – COMPNCR 1898
Find, engage, convert, and measure your audience where they live… on social media sites like Facebook, Twitter, LinkedIn, and Pinterest. Your instructors have got the latest best practices for social media planning strategies, channel opportunities, and testing and evaluating your campaigns. You'll get the inside scoop on the guidelines, opportunities, and strategies you must have to evaluate your company's needs, and build an organized and effective social media marketing campaign.

Course Fee:  $999

Search Engine Optimization – COMPNCR 1899
In this course, you will get all the basics you need to know to be able to "talk the talk" of SEO. You'll have a better understanding of the traditional on-page concepts that really work, and the ones to avoid. And you'll learn the intimate and critical relationship between keyword research and site architecture, as well as link-building, measurement, and more.

Course Fee:  $999

Pay Per Click Advertising – COMPNCR 1900
From search psychology to targeting opportunities, to a hands-on understanding of how the PPC auction actually works, this intro to PPC course covers a lot of ground. You'll learn the art of hands-on ad copy writing, and the science of keyword research and paid search measurement. At the end of the course you'll be confident in your understanding of all the key components of paid search advertising.

Course Fee:  $999
Conversion Optimization – COMPNCR 1901
Discover the importance of maintaining scent, and learn how to ensure that your website is satisfying the four critical buying personas by modeling customer behavior. Plus, gain an understanding of the value found in good testing practices; if you’re not testing your site’s effectiveness, you’re doing your business and your customers a disservice. Learn to pinpoint your marketing focus and your missed conversion opportunities with these critical tips and strategies from the industry leader in website optimization.

Course Fee: $999

Web Analytics – COMPNCR 1902
You will learn the many ways you can -- and should -- analyze the data from your website, and all the other digital and offline properties that drive traffic and sales to your entire brand. From a comprehensive Web Analytics overview to organizational readiness, segmentation, and competitive analysis, the door is open for analysts and non-analysts alike to gather a deep understanding of a complex topic and make it accessible for everyone inside any organization.

Course Fee: $999

Mobile Marketing – COMPNCR 1903
With consumers getting ever more instant information right in the palm of their hand, mobile marketing is no longer a nice-to-have. But while everything has changed, nothing has really changed: it's still about selling products and building loyalty. Learn the best practices for interacting with the mobile consumer, asking the right questions, and launching mobile campaigns built on "Moments of Trust" that impact sales and brand loyalty. You'll be better equipped to reap the benefits of marketing through growing mobile channels.

Course Fee: $999