COURSE SYLLABUS

TikTok Marketing Course Online

Learn how to use TikTok as a video-focused marketing channel by producing compelling content that attracts attention, increases sales, and grows your audience. This self-paced course explores the business and commercial features of TikTok while guiding you through building a marketing approach tailored to your goals.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/tiktok-marketing-course-online



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Course Outline

TikTok Marketing

- Introduction to TikTok
- What's New to TikTok
- Understanding the algorithm and FYP
- Creating a TikTok account
- Research trends and topics

Developing a Strategy for Business-Based Content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Understanding TikTok SEO

Determining Your Brand Image

- Importance of quality video production
- Trending video content
- Storyboard development
- Audience engagement

Creating Successful Content for TikTok

- Find a theme for your content
- Using songs and filters to increase engagement
- Story building and development
- Editing content through TikTok

Paid Advertising and Shopify

- Ad creation best practices
- Ad optimization
- Ad analytics
- Reasons to use Shopify
- Introduction to Shopify