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1. Required Readings - 18 eBook modules (2 Months):

The following e-books listed below will be required readings. Student interns will be tested on required reading knowledge of the fundamentals of copy and content marketing. Each e-book is approximately 30-45 pages of short reading.

- **The 5 P Approach to Copy that Crushes It**
- **Internet Marketing for Smart People: Classic Edition**
- **10 Rock Solid Elements of Effective Online Marketing**
- **How to Create Compelling Content that Ranks Well in Search Engines**
- **Copywriting 101 – How to Craft Compelling Copy**
- **A Content Marketing Strategy That Works**
- **The Business Case for Agile Content Marketing**
- **Effective Content Promotion**
- **How to Create Content That Converts**
- **Landing Pages: How to Turn Traffic into Money**
- **How to Write Magnetic Headlines**
- **Email Marketing: How to Push Send and Grow Your Business**
- **Keyword Research: A Real-World Guide**
- **Content Marketing: How to Build an Audience that Builds Your Business**
- **Content Marketing Research: The Crucial First Step**

Student interns may access required readings by going to http://my.copyblogger.com/freemembership/ and signing up for a free copyblogger membership.

Demonstrations of Digital Marketing Professionalism
Author: Garland L. McLaughlin

The PR Plan: Own Your Own Brand
Author: Moni Soi' Humes
Go To: http://www.amazon.com/The-PR-Plan-your-Brand-ebook/dp/B00Y3JMUBQ

-The Art of Sales Qualification
Go To: http://bit.ly/1IhGrfL

Student interns will be required to acquire knowledge in relation to the listed required readings for the purposes of working on projects and or with potential clients of educorp.com. Assignments and discussions will be conducted throughout the internship program and student interns must be accessible via mobile or communication instruments.

2. Required Project (3 Months):

Over the course of 3 months student interns will develop, brand, and monetize a digital publication. Upon successful completion of this project student interns will be eligible to receive a digital marketing production and management certification through educorp.com. Student interns will be required to obtain knowledge from the reading (link below) and apply this knowledge as it pertains to their specific project.

Digital Publishing Guide Reading:
http://presspadapp.com/digital-publishing-guide/latest-digital-publishing-guide.pdf

An EDUcorp.com program director will advise you on developing your specific digital publication project. In most cases the publication project will focus on developing marketable interests and concepts that the student intern can demonstrate to potential clients. Student interns will have the opportunity to earn short and long term revenue from their unique publication. Educorp.com program directors will guide student interns through the publication development phases of the Project.

3. Career Certifications (2 Months):

Student interns have the option to earn leadership training and marketing certifications through courses provided by edx.org, a leading professional instruction and certification provider. Accredited universities and institutions back the merits of the offered Verified Certifications. Student interns may elect to take edx.org courses for free of charge, but will be required to successfully complete exit exams through Exquisite Digital University. By Auditing these courses edx.org WILL NOT GRANT Verified Certification for the courses which have been taken. The career certifications tract will take up to 2 months to complete.

Entrepreneurship 101: Who is your customer? $100
https://www.edx.org/course/entrepreneurship-102-what-can-you-do-mitx-15-390-2x-0

Communication & Teamwork $29
https://www.edx.org/course/career-edge-communication-teamwork-fullbridgex-career2x

Digital Branding and Engagement $49
https://www.edx.org/course/digital-branding-engagement-curtinx-mkt1x

Inclusive Leadership Training: Becoming a Successful Leader $50
https://www.edx.org/course/inclusive-leadership-training-becoming-catalystx-il2x-0

4. Google Partners Certifications for Adwords and Analytics:

https://www.google.com/partners is the E.D.U. digital externship program students may choose to participate in after completing their certification program to work for educorp.com, and have completed their career certifications. The Google Partners program is where student interns experience stepping out on their own. Google has developed the partners program as a communication tool for business and marketing professionals. Student interns that successfully complete the Google Partners required testing for Adwords and Analytics will become part of a major global business networking community of digital marketing professionals.