

FGC19-19 Podcasting \$249 Avg. 16 hours

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Businesses are turning to podcasting to grow their brand and connect with customers. People with a niche hobby are turning podcasts into a business. Podcasting is experiencing a rebirth as mobile devices are everywhere. The intimate nature of the audio medium allows potential clients to get to know who you are and determine if you are the kind of company with which they want to do business. Learn how to take your business or hobby and turn it into a podcast. This step-by-step class will take you from start to finish and cover the required elements needed to get your show online. Come to class with your idea and end with your show online for all to hear.

Unit 1

Starting a Podcast for Businesses or Pleasure

- What is a podcast and how it works
- Finding your target audience and goals
- What type of podcast will work for your clients: interview style, panel discussions, host lectures
- How long your show should be and what should you call it
- What realistic expectations and options are for the total number of shows you will produce
- Including Audio and Video options of your shows

Unit 2

Setting-up your Show

- Best equipment for you (microphones, computers, headphones, mixing boards) - budget options as well as full professional set up
- Finding audio files to make the "bumpers" for your show
- Options for editing files on a mac or PC
- Where to host your show files and setting up a website
- Submitting to iTunes, Stitcher and other podcast directories

Unit 3

Recording Your Podcast

- How to set up a studio in your home
- What is a good on-the-go podcast set up?
- Talking to others outside of your business
- Tips on recording your podcast for good audio quality
- Setting up simple camera and lights if you are incorporating video

Unit 4

Marketing and Promoting Your Podcast

- Getting the word out about your show
- Making money with subscriptions
- Building a community around your podcast
- Reaching current AND new clients
- How to use your podcast to grow your leadership position in your industry
- Being an effective marketer without being an obnoxious sales person



About online learning

Online learning is a fun, enjoyable and very productive way to learn. Millions of people are learning online each year. You will engage with the instructor and other participants. You will get to know your instructor and other participants. You may make friends. It's easy. It's fun.



How the Course Works

It is easy to participate in your online course. After you register, you will be given a web address to go to get into your online classroom. You will have a password and use your email address and password to gain access.

Once inside the online classroom, here's what you can expect.



Participate when you want

You can participate any time of day or evening. The online classroom is open 24 hours a day, 7 days a week.

There are no live real-time requirements or meetings. You decide when you participate. For the best learning, participants should log into the course on 2-3 different days of the week.



What you will do

For each Unit, you will:

- Access the online readings
- Listen to the audio presentation for the Unit and view the slides
- Take a self-quiz to see how much you have learned
- Engage in written online discussion with your instructor and other participants

For best learning, you should make one or more comments at 2-3 different times each day.

The content (readings, audio lectures, slides) and self quizzes are accessible for the entire course, so you can work ahead, or go back and review again, at your convenience.



Discussion

The Discussion for each Unit lasts one week. All comments are made in writing and can be made at any time of the day or night.

Your instructor will log into the Discussion area at least once a day and answer questions, make comments, and respond to comments by you and the other participants.

We encourage you to make 2-3 comments each day to maximize your learning and enjoyment of the course.

It's easy. It's fun.