Professor Watson Enhances Social Media Marketing Course with Advanced Analytics and AI-Powered Campaign Strategies

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TUCSON, AZ - May 14, 2026 -
Professor Watson announces significant updates to its social media marketing and advertising course, incorporating advanced analytics tools and artificial intelligence applications to better prepare students and business owners for the evolving digital marketing landscape.

The enhanced 16-week program, taught by Dr. Greg Watson, now features expanded modules covering AI-driven content creation, predictive analytics for campaign optimization, and emerging platform strategies including TikTok for Business and LinkedIn advertising. The curriculum updates respond to rapid changes in digital marketing technology and the growing demand from local businesses for practical, immediately applicable marketing skills.

The course maintains its dual focus, serving both academic students pursuing marketing degrees and local business owners seeking to improve their digital advertising capabilities. New case studies drawn from recent successful campaigns demonstrate how small businesses can compete effectively with limited budgets by leveraging data-driven strategies and platform-specific optimization techniques.

"The digital marketing landscape has transformed dramatically over the past year, and our curriculum must evolve to ensure student success in this dynamic environment," said Dr. Greg Watson, course instructor and retired serial entrepreneur. "By integrating AI tools and advanced analytics into our hands-on workshops, we're equipping participants with the skills they need to create campaigns that deliver measurable results for their businesses or future employers."

The updated program emphasizes practical application through real-world simulations where participants develop, test, and refine actual marketing campaigns. Students work with current advertising platforms,

learning to navigate algorithm changes, privacy regulations, and shifting consumer behaviors that impact campaign performance. The course covers essential areas including audience segmentation, content strategy development, cross-platform campaign coordination, and return on investment measurement.

The program structure promotes student engagement through interactive workshops, peer collaboration projects, and direct feedback sessions. Business owners attending the course gain immediate value by working on their own company campaigns during class exercises, receiving guidance on budget allocation, creative development, and performance optimization.

New modules address critical challenges facing modern marketers, including iOS privacy changes affecting Facebook advertising, the rise of short-form video content, and strategies for building authentic brand communities. Participants learn to analyze campaign metrics beyond basic engagement rates, understanding how to track customer journey touchpoints and attribute conversions across multiple channels.

"Our goal extends beyond teaching marketing theory to fostering genuine student achievement through practical skill development," added Watson. "Participants leave the course with a portfolio of completed campaigns and the confidence to implement sophisticated marketing strategies in any business context."

Professor Watson operates as an educational platform founded by Dr. Greg Watson, offering comprehensive courses in small business management, marketing principles, advertising strategies, leadership dynamics, and workplace ethics. The platform serves both traditional academic students and working professionals seeking to enhance their business skills through practical, application-focused training programs.

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Professor Watson

Dr. Greg Watson is a retired serial entrepreneur, dedicated to giving back to the entrepreneurial ecosystem. He experienced dedicated college professor, thus a lifelong commitment to training, teaching, and giving to others was born

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