

## Influencer marketing course prepares students for the future of digital marketing

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asagnard@tulane.edu



D'Anthony Jackson (right), VP of Social and Influencer Strategy at Ogilvy and Instructor in the Tulane SoPA Media+Design Program, conducts an interview at South by Southwest (SXSW) (Photo from D'Anthony Jackson).

Social media is more than just a platform for connection—it's a driving force in how consumers make purchasing decisions. At the [Tulane School of Professional Advancement \(SoPA\)](#), an Influencer Strategy course is helping students navigate the world of influencer marketing, giving them the expertise to build impactful

campaigns. Offered online through the [Media+Design Program](#), this course offers valuable insights into one of the fastest-growing digital marketing fields.

Influencer Strategy (MDES 2310) is taught by D'Anthony Jackson, Vice President and Director of Social and Influencer Strategy at Ogilvy, a prominent advertising agency in New York City. With years of experience in running successful partnerships, Jackson ensures students gain skills shaped by real industry practices.

"We are bringing exactly what I do at work into the classroom," said Jackson. "You're learning end-to-end campaign management—developing a strategy and key messaging, selecting influencers, negotiating contracts, getting content from the creator, and measuring campaign performance."

Throughout the semester, students act as an ad agency, creating a comprehensive campaign for a brand of their choice. The companies selected by previous students have spanned a wide range of industries, from well-known names like Raising Cane's, Luminex, and Prada, to small businesses.

Their assignments include researching creators, drafting contracts, defining metrics for success, developing a detailed strategy deck, and ultimately pitching their plan to the brand. By the end of the course, students will have a fully developed campaign that is ready to be implemented.

One of the highlights of the course is the opportunity to hear from guest speakers, who have worked on high-profile projects with major corporations such as Walmart, Sam's Club, P&G, and Target. Students can ask questions and engage in Q&A sessions, gaining valuable insights into what makes these projects successful.

While the course was designed to instruct digital marketers, aspiring content creators can also benefit. "If you're aspiring to be an influencer, the coursework allows you to know how to present yourself to a brand," explained Jackson. "Once you know how the ins and outs work, you know how to pitch yourself and how to find the right person to talk to."

With its hands-on approach and access to industry professionals, Tulane SoPA's Influencer Strategy course equips students with the practical knowledge and tools needed to succeed. Students gain experience that will set them apart, whether they pursue careers in marketing or plan to build their own brand.

Students in the course meet online once per week on Wednesday evenings.  
[Registration is open](#) for the next offering in the Summer 2025.