Course Name

eMarketing 1.1

Contact Hours: 24

Course Description

5 Lessons covering the basics of eMarketing. Each lesson is sent via e-mail and Internet link over a four week period. At the completion of the 5 Lessons there is a final exam administered via e-mail. Students Passing the final exam are given a personalized certificate of completion from the e-Marketing Association.

- eMarketing Business models
- Internet history and statistics
- Banner Advertising strategies
- Banner advertising design
- E-mail techniques and strategies
- E-Mail problems and challenges
- Writing styles for e-mail
- Use of HTML and text in e-mail
- Ethics in e-mail marketing
- Mailing list criteria for e-mail marketing
- Integration of online and conventional marketing
- eMarketing definitions and terms
- Permission marketing models
- Legal implications of e-mail marketing
- E-Commerce promotion tactics
- E-Commerce strengths and weaknesses
- Online publicity
- Writing online press releases
- Developing news stories
- Developing effective databases
- Effective search engine optimization
- Directory vs. search engine differences
- Metrics for eMarketing
- Paid Placement search engine models
- Use of auto-responders
- Target marketing

Outcome

By completing this course you will learn:

- Internet marketing definitions and terms
- Integration of online and conventional marketing eMarketing Business models
- Internet history and statistics
- Banner Advertising strategies
- Banner advertising design
- E-mail techniques and strategies
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Assessment

One quiz after each lesson and a final exam at the end.

Week 1

Introduction, Banner Advertising, Terminology, Advantages and Disadvantages of Online advertising, banner design and placement.

Week 2

E-Mail marketing, ethical issues, list selection, spam, software for e-mail delivery, legal issues, writing style, technical considerations.

Week 3

Coordination online and offline marketing, business models, marketing synergy, revenue models

Week 4

Publicity, writing a press release, sources for publication, newsworthy topics, tips and techniques

Week 5

Search Engines, search engines vs. directories, techniques for high placement, pay for listing services, legal issues.

Cost: US $365.00
CEU Credits: 2.4
Certification: Clemson University/Chatanoonga State College