

VIRTUAL-ONLINE PERSONAL DEVELOPMENT COURSE



Internet Marketing & E-Commerce CERTIFICATE COURSE

PREREQUISITES

None

ABOUT THIS COURSE

Marketing has changed dramatically over the last decade. Marketing is all about communicating, and the Internet has completely changed the way people communicate.

The Internet is a marketer's dream come true, especially with Social Media, as you have a low cost marketing tool that can reach a large audience.

This course will provide participants with a great set of skills to market business online.

Content is the king of Internet marketing, and participants will need to learn how to write and utilize great content for maximum results in marketing campaigns. If you want to venture into online business as a career or as an entrepreneur then you need to understand Internet Marketing Fundamentals.

(Winter Semester) Starting Date	January 9th, 2021
(Spring Semester) Starting Date	April 17th, 2021
Day(s)	Saturday's
Time	1:45pm - 5:15pm
Duration	13 Weeks
Registration	\$50.00
Student I.D	\$25.00
Work Book	FREE (Available Online)
Tuition Cost	FREE (A \$450.00 Value)

LEARNING OUTCOME:

Upon Completion of This Course, Students Will;

- Identify the primary business models for online businesses.
- Recognize the main advantages and challenges for Internet marketing across online acquisition.
- Recite differences between traditional marketing and Internet marketing.
- Evaluate the differences between various Internet marketing programs.
- Introduction to E-Commerce

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