

# VIRTUAL-ONLINE PERSONAL DEVELOPMENT COURSE



## Internet Marketing & E-Commerce CERTIFICATE COURSE

Starting Dates | April 12th & 17th, 2021

DAY(S)	DAY TIME	EVENING
TUE & THUR	NOT AVAILABLE	7:35 pm - 9:15 pm
SATURDAY'S	1:45 pm - 5:15 pm	NOT AVAILABLE

### 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.

Duration	13 Weeks
Registration	\$50.00
Technology Fee	\$35.00
Work Book	FREE (PDF Available Online)
Tuition Cost	FREE (A \$450.00 Value)

STUDENTS MUST HAVE A LAPTOP or DESKTOP COMPUTER

### 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

## Cyber Tech Career College

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