Course Title: Marketing Using the Internet

Instructor:

Course web page:

Course Description: This course will offer hands-on use of the Internet for growing your marketing capabilities. We will look at Internet resources, building a business using the Internet, how to determine your audience, and methods to support brick and mortar enterprises. In addition you will develop customer profiles and effective methods of attracting customers.

Suggested Course Prerequisite(s): N/A

Materials Needed:

Course Objectives: Use Internet resources to build a business and determine audience. 2. Apply marketing methods to support physical brick and mortar enterprises. 3. Attract customers developing customer profiles and using proven methodologies.

Certification Notes:

Next course recommendation:

Instructor Notes:

Textbook(s): N/A

Lesson Plan – by week or session
Session 1: Introductions
   Student Data Forms
   Internet Resources for Marketing
Session 2: Market audience and focus
Session 3: Marketing Methods to support physical enterprise
Session 4: Customer Profiles
   Proven methodologies for on-line marketing
   Student Evaluation of Instruction

Course Sessions: listed are a guideline to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

Method of Evaluation: Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of the class time in order to be considered a successful completer of the course.
Students must be in attendance 90% of **each course** in a certificate series for successful completion and to earn a certificate as specified.

Students must complete all courses (core and no. of elective courses needed) to **complete a certificate series within two years** from start date of the first course taken.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-G200 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current Collin Student Handbook for additional information.  
http://www.collin.edu/studentresources/personal/studenthandbook.aspx