Course Title: Internet Marketing Technologies

Course Description:
Effective use of the Internet as part of the marketing ecosystem.

Course Prerequisite(s):
Social Media Networking Technologies

Course Objectives:
Demonstrate proficiency creating integrated webpage content.

Next Class Possibilities:
Search Engine Optimization for Small Business - Basic

Textbook(s):
REQUIRED: The Rules of Marketing & PR
Wiley Publishing; ISBN: 1118026985; Author: David Meerman Scott

OPTIONAL: The End of Business as Usual: Require the Way You Work to Succeed in the Consumer Revolution
Wiley Publishing; ISBN: 978-1118077559; Author Brian Solis

Lesson Plan – by week or session

Session 1: What is Internet Marketing?
What is Digital Marketing?
Explore/Create Strategies

Session 2: Branding Strategies.
Email Marketing: Strategies and Setup

Session 3: Affiliate Marketing: Strategies and Setup

Session 4: Content Marketing, Blogging for Business and Profit

Session 5: Selling Digital Media Online: Video, eBooks, Training

Session 6: PPC Advertising, Google Adwords, Google Adsense