



Professional Development Award in e-Marketing

Online Distance Learning

This is a 45 hour online course covering Internet/eMarketing which leads to the Professional Development Award in eMarketing accredited by the Chartered Institute of Marketing. This course takes you on a journey into the world of eBusiness. A world screaming out for common sense solutions. A world where simple, well structured solutions can boost performance and create sustainable competitive advantage and all through the common-sense use of eBusiness technology.

Who is this qualification for?

This internet marketing qualification would be useful to anyone who is interested in new media, new ways of marketing or working within the digital industry.



Assessments

For this Internet Marketing course you will be required to complete:-

1. An Assignment (no more than 4000 words)
2. A Multiple Choice Question Examination which lasts 1 hour



In order to achieve this marketing qualification you need to pass all of the above assessments.

Aims & Objectives

The aims and objectives of this Internet Marketing Training course are:

- An insight into the emerging new business models
- The knowledge to ensure your Internet Marketing activities are maximised and integrated into existing marketing plans
- The ability to propose Internet Marketing plans using different e-marketing tools depending on the needs of the business
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- An understanding of how to research your customers and potential markets through new online channels and how to reach these customer groups through internet marketing
- Gain a full 35 hours Continuing Professional Development (CPD) – half way to becoming a Chartered Marketer

Benefits

The benefits of achieving the CIM Professional Development Award in eMarketing will:

- Keep you at the leading edge with new knowledge and skills in Internet Marketing
- Help you to build on your professional development and increase job security in a rapidly changing world of e-commerce
- Help you to extend your marketing knowledge to identify new business opportunities
- Learn how to create an Internet Marketing Plan
- Provide you with a recognised marketing qualification in e-marketing through the world's largest organisation of marketing professionals



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Study Method & Duration

The Professional Development Award in e-Marketing is a distance learning course which takes 45 hours. The content is delivered through online tutorials with audio and an eTutor will be available to support study.

Benefits of Studying Online

There are numerous benefits for studying online, these are summarised below:

- Anytime – you do not have to access the programme at a specific time on a specific day
- You have the flexibility to structure your study around your personal and professional lifestyle
- You can study in the morning before work, lunchtimes, evenings, weekends

PC Requirements

Hardware requirements

This list describes the minimum hardware requirements:

- Pentium II 233MHz or equivalent
- 128MB RAM, 5MB free disk space
- SVGA Graphics card, with screen resolution set to at least 800x600, high colour (16bit)
- Sound card, speakers or earphones and least a 56k modem connection to the Internet

Software requirements

This list describes the minimum software requirements:

- Operating system - Microsoft Windows 95 operating system or later
- Internet browser - Supported Internet browsers are Microsoft Internet Explorer 5.01 or later
- Internet browser settings - Set to accept cookies and support JavaScript
- Internet browser plugin - Adobe Flash plugin

About MMC Learning

The MMC Learning team has over ten years experience in designing/developing e-learning courses and delivering blended Marketing courses to Business Professionals from around the world. MMC online Marketing courses are being used in universities, SMEs and larger organisations like Edexcel, IBM and the British Council.

Based in Manchester Metropolitan University Business School, MMC Learning is part of the MyKnowledgeMap (MKM) group of companies and is an accredited study centre for the Chartered Institute of Marketing (CIM).

What Our Clients Say...

" ... A useful grounding in eMarketing principles, some of the Dot Bombs should have taken it first ... "

- **Jack Roberts: Halifax PLC, Direct Marketing Manager**

" ... A really thorough understanding of e-biz and e-marketing ... "

- **Alison Dwyer: Ernst & Young**

" ... It's always a good idea to go back to basics and get a new perspective on your role The fundamentals of e-marketing delivered in a great way for time-poor people ... "

- **Marc Ames: Royal Bank of Scotland e-Marketing Manager**



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Introduction to eMarketing

- Introduction
- The Weird Wired World
- eCommerce, eBusiness & eMarketing
- Sloppy eMarketing
- eMarketing Benefits: 5's
- Benefit: Sell
- Benefit: Serve
- Benefit: Speak
- Benefit: Save
- Benefit: Sizzle

ReMix

- Introduction
- The Marketing Mix
- Beyond the Mix
- Product
- Price
- Place
- Promotion
- People
- Processes
- Physical Evidence

eModels

- New Models Required
- Value Chains & Networks
- Production Models
- eProcurement Models
- Distribution Models
- Communications Models
- Customer Buying Models
- Information Processing Models
- Loyalty Models

eCustomers

- Introduction
- Motivations
- Expectations
- Fears and Phobias
- The Online Buying Process
- Online Information Processing
- Online Relationships & Loyalty
- Communities
- Customer Profiles
- Research
- Post-PC Customer

eTools

- Introduction
- Interactive TV
- Interactive Radio
- Mobile Devices
- Interactive Kiosks
- CD Cards
- Miscellaneous Tools
- Re-purposing
- eTool Convergence
- Integrated Campaigns

Web Site Design

- Web Site Design Objectives
- Integrated Design
- Value Proposition
- Customer Orientation
- Personalisation
- Aesthetics
- Page Design
- Copywriting
- Navigation & Structure
- Interaction

Web Site Traffic

- Traffic Generation
- Search Engines
- Portals
- Links
- Banner Ads
- Opt-in Email
- Viral Marketing
- Offline Promotion
- Control
- Traffic Plans

eCRM

- Introduction
- Relationship Marketing
- Database Marketing
- eCRM
- Profiling
- Personalisation
- Incoming Emails
- Cleaning the Database
- Making it happen
- Control Issues

eBusiness

- Introduction
- eBusiness Architecture
- eBusiness Framework
- Buy-Side Applications
- Inside Applications
- Sell-Side Applications
- Becoming an eBusiness
- eBusiness Security
- eBusiness Success Criteria
- Why Do Dot Coms Bomb?

ePlan

- Introduction
- Situation Analysis
- Objectives
- Strategy
- Tactics: the details of strategy
- Actions: implementing the tactics
- Control: measure and review what we did
- Resources