Internet Marketing Basics

Course Overview

This course will introduce students to internet marketing fundamentals, including SWOT analysis in marketing, marketing research, real time marketing, brand management, social media, SEO basics, website characteristics, capturing leads, and campaign characteristics.

Module 01 - Getting Started   1m
Topic A: Navigate the PowerPoint Environment
Getting Started

Module 02 - SWOT Analysis in Marketing   4m
SWOT Analysis in Marketing
Case Study

Module 03 - Marketing Research   6m
Marketing Research
Case Study

Module 04 - Real Time Marketing   6m
Real Time Marketing
Case Study

Module 05 - Brand Management   7m
Brand Management
Case Study

Module 06 - Social Media (I)   6m
Social Media (I)
Case Study

Module 07 - Social Media (II)   6m
Social Media (II)
Case Study

Module 08 - SEO Basics   5m
SEO Basics
Case Study

Module 09 - Website Characteristics   5m
Website Characteristics
Case Study

Module 10 - Capturing Leads   6m
Capturing Leads
Case Study

Module 11 - Campaign Characteristics   6m
Campaign Characteristics
Case Study

Total Duration: 57m