



Software Learning Centers
1645 SE. Port St. Lucie Blvd
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A Division of Moore Solutions inc

Marketing the Internet

Course specifications

Course length: 1/2 day

Course description

Overview: Students will learn how to promote the web and how to compare it to other types of advertising by showing how the web can be more cost effective.

Prerequisites: Windows 95/98/2000/Me: Orientation or equivalent knowledge and Understanding the Internet.

Delivery method: Instructor-led, group-paced, classroom-delivery learning model with structured hands-on activities.

Benefits: Students will learn why the Internet and World Wide Web are beneficial for businesses.

Target student: Students enrolling in this course should understand how to use Windows applications and have experience using the mouse.

Performance-based objectives

Lesson objectives help students become comfortable with the course, and also provide a means to evaluate learning. Upon successful completion of this course, students will be able to:

- Define e-commerce
- Describe the attributes of media mix
- Explain the Web's place in a small or medium-size company's media mix.
- Summarize how a web site focuses on providing information.
- Summarize how a web site focuses on marketing a product.
- Summarize how a web site directly sells a product to a consumer.
- Summarize what an "umbrella" web site does.

Course content

Lesson 1: E-Commerce

Lesson 2: Media Mix

Lesson 3: Information

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Lesson 4: Marketing

Lesson 5: Direct Sales

Lesson 6: Umbrella

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