



MALTA UNIVERSITY CONSULTING

E-MARKETING COURSE

Course registration fee: €120/Students €100

Time: 09.00 to 11.00

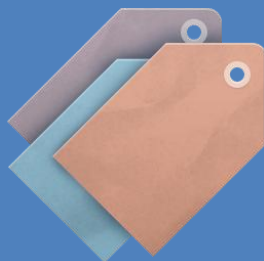
Dates: July 2014: 12; 19; 26
August 2014: 2; 9; 23; 30
September 2014: 6

Venue: University of Malta, Gozo Centre, Mgarr Road, Xewkija

This course is accredited as a Level 2, 3ECTS (Diploma level) by the Department of Marketing, FEMA, University of Malta

Overview

EMarketing has been around for many years, however, it is often not used to its full potential. The first step towards taking full advantage of eMarketing is understanding the variety of tools available. These tools have to be orchestrated together with the traditional media in marketing plans. This course offers a guide to the variety of online tools and how one can start making use of them.



Who should attend

The course is aimed at individuals who are involved in marketing but who have not yet experienced the full depth of e-marketing.

Both those who are new to e-marketing and those who have already made use of some online tools will learn about the variety of tools that can be used in digital marketing.



Benefits to you and your company

You will leave with a greater understanding of how to reach your target market by developing a website that services your target market and by utilizing the appropriate online tools like mobile marketing, social-media marketing, e-mail marketing and search engine marketing.

The course will highlight best practice from different fields and will provide several examples while discussing various tools.



Learning outcomes

- Understanding customer relationship management in the digital age
- Knowledge of several online mediums
- How to plan for a website
- Important aspects to keep in mind when planning email marketing
- Why mobile marketing and Apps are gaining in importance
- Basic search engine marketing and online advertising
- Planning for Social Media platforms like Facebook

Course Content

Session 1: Introduction to e-marketing

- The customer and the online experience
- How traditional marketing differs from e-marketing
- Online customer relationship management
- Introduction to legal issues online

Session 2: Website Marketing

- Main aspects of a website
- Managing a website the long run and short run
- Critical success factors
- Web traffic statistics

Session 3, 4: Email marketing

- What is email marketing
- Opt-In e-mail
- Legal Issues: Privacy and Spam
- Different types of newsletters
- Segmentation and Targeting
- Email Marketing Cycle
- Drawing up a successful newsletter
- Technical issues for the marketer to know about

Session 5: Mobile Marketing and Apps

- What is mobile marketing
- Using Apps in business
- The importance of QR codes

Session 6: Search Engine Marketing

- What is search engine marketing
- Main search engines
- Search Engine Optimisation
- Pay Per Click
- Improving a site's ranking
- Online PR and partnerships

Session 7: Social Media

- The importance of social media platforms
- Facebook, YouTube, Twitter, LinkedIn

Session 8: Online Marketing Plans

- Interactive Online Advertising
- E-Marketing Plan
- Bringing the traditional and online medium together

Delivery style

Covering best practice and using case studies and practical examples throughout, the course offers a guide to the core aspects of the online mediums. Class discussions are encouraged.

Course Tutor: *Kristel Jo Bishop MBA e-Business; B.Com (Hons) Management; B.Sc. Business & Computing*
Ms Bishop is an e-Business and marketing lecturer and consultant. She has significant experience with working in e-strategy, e-business and e-marketing environment, mainly in planning and project management of online projects for high profile organizations both in the private and public sector. Kristel Jo graduated in e-Business from the University of Malta in 2004 and since then she has lectured in various topics related to e-Business at the University of Malta and other institutions.

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