



E-MARKETING

OVERVIEW

The course provides an excellent introduction to e-marketing concepts; it presents the basics steps of e-marketing planning process, help learners understand strategic planning and how companies seek to achieve their goals through e-business and e-marketing strategies and how e-marketers turn e-marketing research into e-marketing knowledge.

EXPECTED OUTCOMES

When participants complete the course, they should be able to do the following:

- Distinguish between marketing and e-Marketing.
- Develop understanding of the basic concepts of e-Marketing.
- Explain the importance of e-Marketing strategy.
- Explain the seven steps in the e-Marketing planning process
- Create e-Marketing plan

AUDIENCE

This course is designed for:

- New entrepreneurs establishing their business
- New Marketers
- Fresh graduates who are willing to start their own business
- Undergraduates & university students

INSTRUCTION HOURS

A total of 12 hours including facilitated discussions, group exercises, and online course materials.

COURSE OUTLINE

- Marketing: past, present and future
- Strategic e-Marketing and performance Metrics
- The e-Marketing Plan
- E-Marketing research

Partner

Arab Academy for science & Technology and Maritime Transport

Delivery Mode

Blended Learning (e-learning + facilitator-based)

Language

English