Internet Marketing Course Outline
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Internet Marketing will capture the essentials of using the Internet in an overall marketing strategy. Students will learn from real-life examples as they develop strategic skills in creating their own Internet marketing strategies.

I. Essentials of Internet Marketing
   A. Understanding and harnessing the power of SEO and SEM while developing a strategy for a successful customer experience

II. Telling the Business Story and Brand Development
   A. Implementing brand-development strategies that help a business be seen as an industry leader
   B. Using storytelling principles to strengthen a business and deliver superior customer service

III. Internet Consumer Behavior and Analysis
   A. Analyzing specific Internet marketing campaigns’ success in inspiring consumer purchasing behavior and developing Internet marketing plans that use consumer behavior analysis

IV. Web Design and Usability
   A. Understanding web design fundamentals and how they relate to SEO
   B. Incorporating SEO and web design into an overall Internet marketing plan

V. New Media Marketing
   A. Determining which new media types will best accomplish marketing goals and creating strategies that integrate the most effective tools
      1. Mobile technology
      2. Social media networks
      3. Interactive television
      4. Viral marketing
      5. Online video
      6. Location-based services

VI. Internet Marketing Strategies
   A. Defining Internet marketing how various components fit into an overall strategy
      1. Email marketing
      2. Social media marketing
      3. Search engine marketing

VII. Advanced Search Engine Optimization
   A. Analyzing the effectiveness of various SEO strategies including organic search methods, directory listings, paid placements and any new trends that develop in SEO strategy development
   B. Developing an SEO strategy for potentially complicated sites including those with abundant content, advanced technology and personalization capabilities

VIII. Strategic Internet Public Relations
   A. Examining proactive Internet public relations methods and strategies that will strengthen the brand and protect the company

IX. Website Analytics and Optimization
   A. Understanding web metrics and analysis in relationship to web traffic and search
   B. Creating a strategy for Internet marketing based on web metric data
X. Internet and the Law
   A. Understanding how the law affects the Internet including intellectual property, copyright, domain names, trademarks and the First Amendment
   B. Developing an Internet marketing strategy while keeping Internet law in mind

XI. Developing Internet Marketing Campaigns
   A. Analyzing the best campaign strategies and how to create similar campaigns