PRACTICAL INTERNET MARKETING

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INTRODUCTION TO THE PROGRAM

Since 2006, I have taught the "**Practical Internet Marketing Certificate Program**." This program was developed to meet the needs of career changers, entrepreneurs, small business owners, and marketing professionals who wanted to leverage the power and affordability of the Internet, but found the technology and terminology to be confusing and esoteric.

This six-week certificate program provides hands-on experience with simple, low-cost Internet marketing tools and techniques. Learn how to plan your website, leverage social media, analyze user behavior, craft effective communication, anticipate future developments, and optimize your web pages for search engines.

OVERVIEW

DePaul University has offered the **Practical Internet Marketing Certificate Program** since 2006. Historically, the program was available in two formats: online and in-class. Now, the program is taught in a **Flex** format.

A Flex course is taught in a technology-enhanced classroom that allows for students and guests to remotely connect via Zoom and actively participate with students and faculty in the physical classroom. This modality is highly desired by students who enjoy learning in the classroom but want the flexibility to connect online when work or family responsibilities prevent them from traveling to campus. You can attend Practical Internet Marketing on campus or remotely via Zoom. You don't need to commit to one particular mode of attendance – you can choose on the day what works best for you.

Over six weeks, this course will explore both the best practices of Internet marketing and how to use simple, low-cost Internet tools. Basic computer experience on either a Windows or a Mac OS platform is expected. Each class will feature a combination of presentation, instruction and class discussion. Each class will end with an exercise due the following week. The course combines theory and practice in a way that is understandable to both those with a technical background as well as those with a more operational background. The course will culminate in class presentations.

Who Should Attend

This course is intended to demonstrate practical and low-cost techniques for small businesses and individuals. Participants should have a general degree of comfort working with computers, including the ability to install software, browse the Internet and perform word processing.

The following are just some of the audiences that would benefit from this course:

- Career changers
- Entrepreneurs
- Freelancers
- Guerilla marketers
- Nonprofits
- Marketing professionals
- Small businesses

How You Will Benefit

Participants learn how to do the following:

- Plan and design an effective website
- Understand how search engines work and how to implement successful search engine optimization (SEO) techniques
- How to use Paid Search
- How to leverage social media
- How Extended Reality (XR) is being used for marketing
- Navigate metaverses and virtual worlds
- How to use A/B testing to optimize landing pages
- How to track and analyze Web and mobile usage
- Design and send effective bulk personalized emails
- Use PDFs for marketing
- Find low-cost stock photography
- Create original art and written content via Artificial Intelligence
- Create an RSS feed and use RSS to stay abreast of trends
- Explore the dark web

And more!

SCHEDULE OF TOPICS

WEEK 1: DEFINITIONS AND PLANNING

- Introduction
- Definitions
- Internet: History / How it works
  - Distributed network
  - Victorian Internet
  - Routing
  - WWW: World Wide Web
  - DNS: Domain Name System
  - TLD: Top Level Domains
  - Who owns the Internet?
  - HTML: Hypertext Markup Language
  - Browsers
- Web 2.0 and Web 3
- Software Tools
- Basic Computer Security
- Planning / Design
  - Designing for people
  - Paper prototyping
  - Card sorting
  - Internet Business Models
  - Testing
- Visual Design
- Gamification
- Domain Name
  - TLD strategy
  - Trademarks
  - Alternative domains
- Hosting
- AI (Artificial Intelligence)
- **Assignment 1**

WEEK 2: SEARCH AND SEO

- Search engines:
  - How they work
  - Major players
  - Getting listed
  - Site submission
  - Voice search
- Directories
- Search engine optimization (SEO):
  - 1: Design
  - 2: Copy
  - 3: Code
  - 4: Promotion
- Paid Search
- **Assignment 2**

WEEK 3: THE SOCIAL WEB AND INNOVATION

- Intro to Social Media
- Leveraging RSS
- Automation
- Social Media Reporting Tools
- Blogging
- Podcasting
- Effective Use of Social Media
- Innovation
- Mobile marketing
- Artificial Intelligence (AI): Machine Learning (ML) and Deep Learning (DL)
- Extended Reality (XR): Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR)
- Metaverses and Virtual Worlds
- Interactive Marketing
- Cryptocurrencies
- NFT (Non-Fungible Token)
- NFC (Near Field Communication)
- QR (Quick Response) Codes
- **Assignment 3**

WEEK 4: ANALYTICS AND ADVERTISING

- Analytics
  - Cookies
  - Supercookies
  - Canvas fingerprinting
  - Retargeting
  - Web Server Log Files
  - Page Tags
  - UTM (Urchin Tracking Parameters)
  - Session ID
  - Network Data
  - User-Centric Installed Software
  - Server Scripting
  - Offline Reporting
- KPI (Key Performance Indicators)
- Internet Business Models
- Channels and multichannel marketing
- CRM (Customer Relationship Management)
- Advertising
  - Banner ads
  - Ad blocking
  - Programatic advertising
  - A/B (split) and multivariate testing
  - Research
- **Assignment 4**

WEEK 5: EMAIL, SECURITY, PRIVACY AND COPYRIGHT

- Email marketing: How email works, best practices, MIME, bulk-personalized email
- Spam
- Marketing Automation
- Security
- The Dark Web
- Privacy
- Copyright
- Stock Photography

WEEK 6: FINAL PRESENTATIONS AND EXTRAS

- “Extras”
- **Final Presentations**

ABOUT THE INSTRUCTOR

James Moore grew up in England and lived in both London and Bath before moving to Chicago in 1999. He is currently employed as the Director of Online Learning for DePaul University's Driehaus College of Business.

Previously he was an instructional technology consultant for DePaul ITD/IDD, focusing on distance learning and blended learning. Before working as a consultant, James was Web Development Manager for DePaul's Lifelong Learning and Suburban Campuses. In that position he instituted an expansion in the use of the web for marketing and communication, including overseeing guerilla marketing techniques and website analysis as well as introducing a 24/7 student registration and payment system.

Before moving to the U.S., he worked as a helpdesk supervisor for the London offices of an international financial advisory and asset management firm. He also volunteered as a night manager for Radio Avalon, the radio station of the Glastonbury Festival of the Performing Arts.

He presents regularly at online learning and teaching conferences, including Annual Conference on Distance Teaching and Learning, Annual Sloan-C International Conference on Online Learning, and Annual DePaul Faculty Teaching and Learning Conference.

James was presented with The Kellstadt Marketing Center Distinguished Professional Educator Award For Excellence in Teaching in 2009 and 2013. In 2018 he received the Schullo Best Distance Teaching Practices Award at the 34th annual Distance Teaching & Learning Conference.

In 2008, 2010, and 2014 he published a chapter on Search Engine Optimization and Paid Search for the IMC Handbook.

James lives in Chicago with his wife and daughter.

Education

James holds a B.A. in economics and information technology from Middlesex University in England and an M.S. in telecommunications with a computer science concentration from DePaul University.

Classes and Courses Taught

James has taught **MKT 595: Internet and Interactive Marketing**, the **Practical Internet Marketing Certificate Program** and a **Search Engine Optimization (SEO) Seminar** at DePaul.

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Frequently Asked Questions

What is Flex?

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Can I attend remotely?

Yes. You can attend remotely for all classes over the six weeks, or for some. You will need a computer (webcam, microphone, speakers) running the current version of Zoom to connect.

Can I attend on campus?

Yes. You can attend on campus for all classes over the six weeks, or for some.

Are there course materials?

There are no required books for this program. Comprehensive handouts and videos can be downloaded from the course website.

Is there required software?

Projects will require the use of free software. Instructions on how to download and use the software will be provided online. You may need administrator access to install these on your computer

Is this class very technical

Some of the topics are technical but are described in a way that a non-technical person can understand. At every stage theory is integrated with the technology – we aim to provide insight for technical and non-technical participants.

Do I need a computer?

You will need access to a computer (Windows or Mac OS X) and a reliable (broadband) connection to the Internet. You may bring a laptop to campus if you wish, but it is not required.

Do I get DePaul credit for these classes?

No, but some have been approved for continuing education units (CEUs). These classes are professional education classes, with different requirements than courses taken for academic credit.

How big are the classes?

Class size is limited. Most classes have about 15-20 students.

Will I have to write papers and take exams?

You will have an optional assignment each week, which will not be graded, but you will receive feedback. At the end of the course, you will have a required class presentation. Instructions on how to create your online presentation will be provided.

Do I have to make a final presentation?

Yes. The final presentation is required to receive your certificate for the program.

How do I access the course website?

You will be given a username and password the first week of class. The course website is hosted at: http://D2L.depaul.edu

Where can I register?

You can register here**:** http://cpe.depaul.edu/pim/

What do I have to do for the final presentation?

Each of you has taken this course for a reason. You want to be able to apply Internet marketing techniques at home or in the workplace. For the final presentation, I would like you to create a plan of how you will apply these techniques. You will need to present a plan in order to receive your certificate. However, creating and presenting your plan should not be too onerous.

In Week Six you will have the option to make a presentation (no longer than ten minutes). If you are not comfortable presenting live in class, you can choose one of these three alternatives:

1. **Write a short report (Word document, Adobe PDF, etc).**
   This is the easiest option. The report does not have to be long. Simply create a short plan of how you will apply the techniques at home or at work. Save this in a digital format (Word document, Adobe PDF, Apple Pages, etc.), and then upload this to the Week 6 Discussion forum or Submissions folder.

2. **Create an audio recording**
   The next level of difficulty is to create an audio recording. Here you can use your written report as a script, and turn this into something similar to a podcast using tools such as Audacity or Garageband. Instructions on how you can do this are provided in the classnotes. Upload the saved recording to the Week 6 Discussion forum or Submissions folder.

3. **Create a video/webcast/screencast**
   The highest level of difficulty is to create a video. If you are a visual person, or like using PowerPoint or Keynote to present, then this might be the best option for you. Here you can use recording and editing tools to produce a video. Instructions on how you can do this are provided in the classnotes. Upload your video to the Week 6 Discussion forum or Submissions folder. If your video is hosted elsewhere, you can provide a link (or embed it) in the discussion forum.