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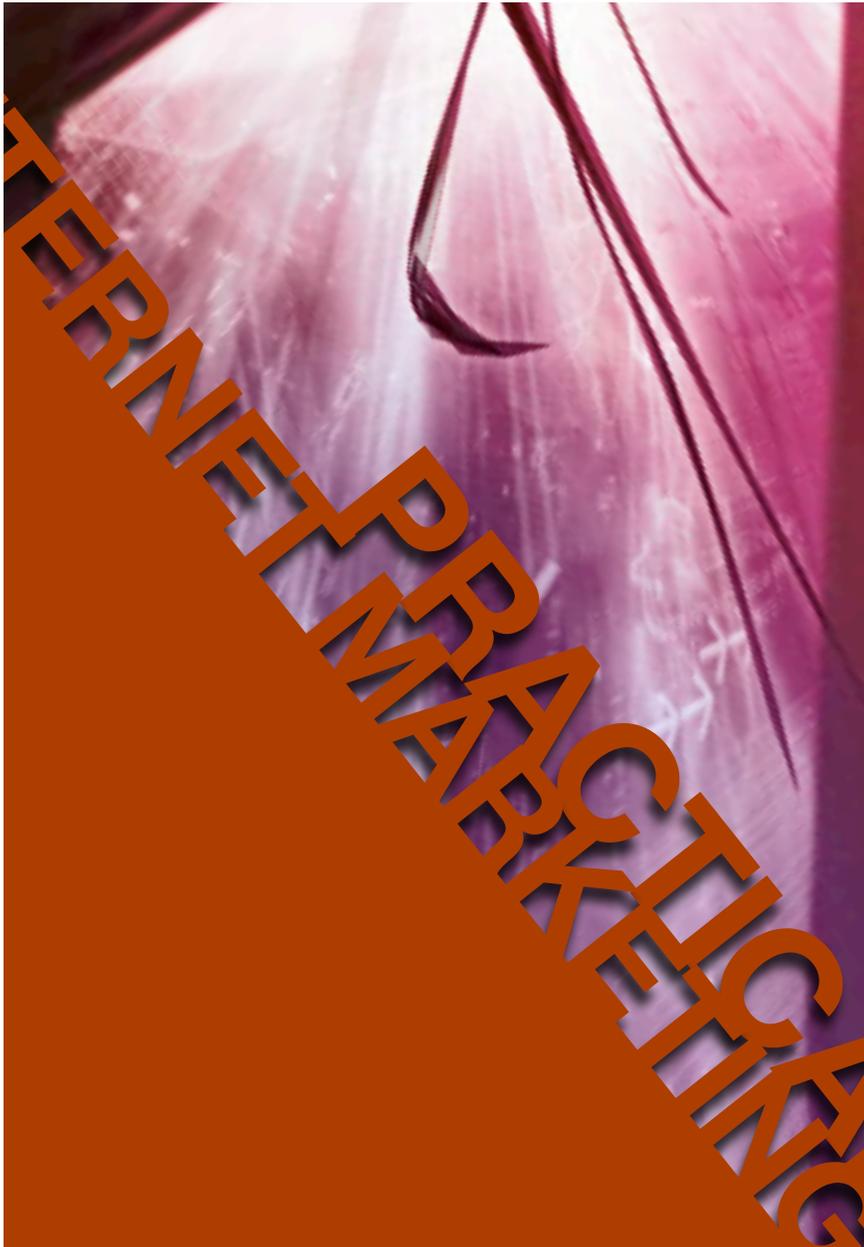
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## INTRODUCTION TO THE PROGRAM



For over ten years, 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, blog, tweet, podcast and vodcast as well as optimize your web pages for search engines.



## OVERVIEW

DePaul University has offered the **Practical Internet Marketing Certificate Program** since 2006. The program is available in two formats: online and in-class.

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 blog, podcast and vodcast
- How to market through social media
- Methods to monitor social media
- How to create a QR code
- How Augmented Reality is being used for marketing
- How to use A/B testing to optimize landing pages
- How to track and analyze Web usage
- Design and send effective bulk personalized email
- Use PDFs for marketing
- Find low-cost stock photography
- Create an RSS feed and use RSS to stay abreast of trends

**And more!**

# SCHEDULE OF TOPICS

## WEEK 1: DEFINITIONS AND PLANNING

- Introduction
- Definitions
- Internet: History / How it works
  - Distributed network
  - Victorian Internet
  - Routing
  - WWW
  - DNS
  - Top Level Domains
  - Who owns the Internet?
  - HTML
  - Browsers
- Web 2.0
- Software Tools
  - Word Processor
  - Web Editor
  - Audio Editor / Podcasting
  - Image Manipulation
  - FTP / SSH
  - Portable Applications
- Basic Computer Security
- Planning / Design
- Internet Business Models
- Testing
- Paper prototyping
- Card sorting
- Domain Name
  - TLD strategy
  - Trademarks
  - Alternative domains
- Hosting
- Intro to social media: blogs, flogs, microblogging (Twitter), RSS, podcasting and vodcasting
- **Assignment 1**

## WEEK 2: SEARCH AND SEO

- Search engines:
  - How they work
  - Major players
  - Getting listed
  - Site submission
- Directories
- Search engine optimization (SEO):
  - Web copy
  - Crafting HTML
  - Keywords
  - Inbound links,
  - Robots.txt,
  - Indexing and site maps
- Landing page optimization
- Paid search vs. organic search
- Google Adwords
- **Assignment 2**

## WEEK 3: THE SOCIAL WEB AND INNOVATION

- Intro to Social Media Part 2
- Innovation
- Second Life
- Gaming
- Mobile marketing
- AR (Augmented Reality)
- Interactive Marketing
- QR Codes
- **Assignment 3**

## WEEK 4: ANALYTICS AND ADVERTISING

- Analytics
- Cookies
- A/B (split) and multivariate testing
- KPI (Key Performance Indicators)
- Research
- Internet Business Models
- Taxonomies
- Internet retailing
- Channels and multichannel marketing
- CRM
- Advertising
- **Assignment 4**

## WEEK 5: EMAIL, SECURITY, PRIVACY AND COPYRIGHT

- Email marketing: How email works, best practices, text vs. HTML
- Spam
- Consumer-Generated Content
- Organizing
- Security
- Captchas
- Privacy
- Copyright
- Stock photography
- PDFs and eBooks:
  - Best practices
  - Optimization
  - Search strategies

## WEEK 6: FINAL PRESENTATIONS AND EXTRAS

- **Final Presentations**
- “Extras”



## 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 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, daughter, and their neurotic cat.

## CONTACT INFORMATION: JAMES MOORE

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

# Frequently Asked Questions

## ***What is the difference between the online and in-class program?***

We realize that work, travel and family commitments prevent some from coming to regularly scheduled classes in Chicago. The online class covers the same content, but the asynchronous online format frees you from having to come to class at a set time and location. You can study at your own pace—any hour of the day, from any place in the world with Internet access. The online course has the same learning outcomes as the in-class counterpart but is taught week-by-week using a combination of video, text, quizzes and online discussion. The online final presentations take place via pre-recorded video.

## ***Are there course materials?***

There are no required books for this program. Comprehensive handouts and videos can be downloaded from the course website. The cost of these materials is included in the course fee.

## ***Can I save the course videos?***

Yes. These can be downloaded and saved as QuickTime MP4 files.

## ***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 the in-class course 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?***

- **Online Program:** <http://cpe.depaul.edu/opim/>
- **In-class Program:** <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. 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 the face-to-face class we do this in the form of presentations. In the online class this happens via one of three options:

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 Dropbox.

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 your saved recording to the Week 6 Discussion forum or Dropbox.

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 Dropbox. If your video is hosted elsewhere, you can provide a link (or embed it) in the discussion forum.