

## ***Internet Marketing & E-Business*** ***FETAC Level 5, AWARDS***

**The purpose of this module is to:**

- Provide learners with an understanding of classical marketing concepts and traditional media used.
- Introduce learners to the newest medium available to marketers – the Internet – and to understand the applications and opportunities that it can offer marketers.
- Equip participants with a detailed understanding of the impact of e-Business on traditional business methods, with particular reference to companies engaged in global trade and distribution.

### **Learning Outcomes**

- understand the fundamental concepts of traditional marketing
- distinguish between traditional marketing concepts and internet marketing concepts
- understand the development of new forms of marketing from mass marketing theory through to direct marketing and internet marketing and the reasons for such developments
- outline the stages in developing an integrated internet marketing strategy and classical marketing strategy for an organisation
- understand the applications of internet marketing in relation to brand building, P.R., customer service, selling and relationship building
- understand the key marketing issues when creating an organisation's web-site
- appreciate the role of market research in internet marketing
- recognise the importance of network security to eBusiness activity
- Identify emerging trends and opportunities

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# Internet Marketing & E-Business

## FETAC Level 5, AWARDS

### ENROLMENT FORM

Course commencing now on Monday nights from 6.30 – 9.20pm, for 13 weeks.

Course VENUE: Lwr Ground Floor 11 Merrion Square, Dublin 2.

**COURSE FEES:**

The Course fees are is net of 50% special discount against normal corporate fees.

Additional 20% discount is provided for each subsequent attendee booking together.

Enrolment Application		Course fees €
<b>Name:</b>		
<b>E-Mail:</b>	Tel / Mobile No	
<b>Employed by :</b>		
<b>Job Title:</b>		
<b>Address:</b>		
<b>Academic background:</b>		
<b>Professional experience:</b>		
	<p>I wish to enrol for this course. I accept that the training company or it's personnel cannot be held responsible for any professional negligence, personal injuries, damage or loss of personal belongings etc, resulting from my attendance. Course lectures may only be recorded by the College management and all tuition materials remain the sole copyright and property of the College. Course times may vary.            See <a href="http://www.export-edge.com/pdf/Terms_&amp;_conditions.pdf">http://www.export-edge.com/pdf/Terms_&amp;_conditions.pdf</a></p>	
	Signature:	Date of Birth:

\* Course fee payable in advance. Late cancellations (7 Days before commencement ) – 80% refund. No refund thereafter.



Return signed enrolment form to: [training@export-edge.com](mailto:training@export-edge.com) ,  
 or Fax (01 507 8581)

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