



PrimeLearning.com™

An eLearning Curriculum Overview

PrimeMarketing™ eBusiness

Creating Your Internet Identity



Executive Summary

The PrimeMarketing™ eBusiness curriculum provides strategies for capitalizing on the unique marketing opportunities created by today's Internet technologies. This program is based on the book, *The Internet Marketing Plan* by Kim M. Bayne. Ms. Bayne is a pioneer in the field of technology marketing. In addition to her responsibilities as cocreator, head writer, and host of the syndicated radio talk show "The Cyber Media Show with Kim Bayne," this former high-tech marketing communications executive writes for a variety of trade publications and speaks frequently at industry conferences.

These courses have been created under a codevelopment agreement between John Wiley & Sons, Inc., a global publisher of print and electronic products, and PrimeLearning.com™ a leading provider of eLearning solutions for professionals in the workplace.

Our Unique Approach

At PrimeLearning.com, we strive to improve the skill level of individuals within your organization, as well as the business performance of your entire organization. This aim forms the foundation of our instructional design philosophy.

Objectives are at the very core of all PrimeLearning.com courses. Each course topic focuses on the accomplishment of specific performance objectives and the development of valuable new skills. The PrimeMarketing eBusiness curriculum is both practical and relevant, using examples and case studies to present real-world work situations. Content areas are comprehensive, and depth of coverage is an important characteristic of each course.

Our PrimePath™ capability uses an initial learner assessment to recommend an individualized learning path based on demonstrated competencies. The mastery module provides the learner with measurable and documented evidence of improvement.

PrimeLearning.com courses employ an unprecedented number and variety of interactions to stimulate learning. These interactions extend beyond simple knowledge recall to invoke high-level thinking and problem solving. Optional live virtual classes and collaborative events further enhance the total web-based learning experience.

To facilitate continuous learning and performance improvement, course participants have convenient access to job and performance support aids that summarize key steps, processes, and guidelines. Resources such as Internet links, recommended reading lists, glossaries and company specific documents enable learners to tap into a continually updated archive of quick reference and on-the-job support materials. Workplace exercises enable learners to apply their new skills within their work environment.

Eight Courses Present Approaches for Establishing and Promoting Your Internet Identity

Branding Your Internet Identity

1. eMarketing Overview
2. Define Your Core Business
3. Develop an Online Identity
4. Form Strategic Alliances

Scoping Your Internet Project

5. Evaluate Statistics
6. Research Accurate Data
7. Select Your Web Team
8. Create an eMarketing Budget

The PrimeMarketing eBusiness curriculum provides valuable insights and best practices for individuals who want to establish and promote an online presence for their professional or commercial endeavors. This includes:

- Business professionals who are looking for a framework on which to build their Internet marketing program.
- New marketing professionals who need help in conceptualizing how the Internet fits into a traditional marketing mix.
- Technical professionals who need a foundation in the basics of marketing on the Internet.

The PrimeMarketing eBusiness courses leverage Internet technology to create an individualized and highly interactive learning environment. From presenting concepts, to detailing processes, to depicting relevant scenarios, to testing learner understanding, this entire curriculum engages professionals in a top-down roll-out of proven techniques. Each Internet-based course is broken down into multiple topics, enabling the learner to focus easily on areas where improved proficiency is required. Supplemental virtual classroom sessions can incorporate a live-instruction component, while job aids, workplace exercises, topical links, and other resources further the learning experience.



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The PrimeMarketing™ eBusiness Curriculum

Branding Your Internet Identity (MRK0011)

Duration: 6-8 hours of learner-directed eLearning activities
Prerequisites: None
Courses: eMarketing Overview, Define Your Core Business, Develop an Online Identity, Form Strategic Alliances

The Internet can be a powerful, captivating, yet challenging medium to the novice marketer. This module introduces eMarketing and helps learners see 'the big picture'. It determines to what extent learners launch an online presence, and provides guidelines to gaining visibility for your organization on the Internet.

Scoping Your Internet Project (MRK0012)

Duration: 6-8 hours of learner-directed eLearning activities
Prerequisites: None
Courses: Evaluate Statistics, Research Accurate Data, Select Your Web Team, Create an eMarketing Budget

Most organizations recognize that they need to be online to some extent - even if only for informational purposes. The real question is how much an organization is willing to commit in budget and staff to maintain a respectable Web presence. This module provides pointers on creating a budget and selecting the right Web team. It also teaches one how to research ethical data and to use statistics to help with eMarketing efforts.



For more information

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