



PrimeLearning.com™

PrimeMarketing™ eBusiness Creating Your Internet Identity

An eLearning Curriculum Synopsis





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 co-creator, 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 co-development 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.

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.

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.

Curriculum Summary

Eight courses present a series of activities to employ when promoting a message via Internet technologies

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

Creating Your Internet Identity

Curriculum Synopsis



Branding Your Internet Identity (MRK0011)

| | |
|------------------------|---|
| Description | 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 helps learners to determine to what extent they should launch an online presence, and provides guidelines on gaining visibility for your organization on the Internet. |
| Target Audience | Professionals who want to create and promote an online marketing strategy |
| Duration | 6-8 hours of learner-directed eLearning activities |
| Prerequisites | None |
| Media | Internet |

| Course | Description | Objectives | Topics |
|---------------------------|---|---|---|
| eMarketing Overview | This course helps learners to understand the different approaches taken toward eMarketing and the various components of an eMarketing plan. A series of strategies are also provided to assist course participants when implementing a Web presence as part of their marketing mix. | Identify common approaches to eMarketing, identify typical components of an eMarketing plan, incorporate Internet elements into a marketing mix by following three strategies, promote your Web presence by following three strategies, and manage online content effectively by following four strategies. | <ul style="list-style-type: none"> • eMarketing Approaches • eMarketing Plans • eMarketing - The Big Picture • Promote Your Web Presence • Strategies for Managing Content |
| Define Your Core Business | This course teaches learners the typical components of a business overview – an important part of any eMarketing plan. The all-important question – to what degree your organization should launch an Internet presence - is also addressed. | Identify the typical components of a business overview and determine in what capacity your organization should be online. | <ul style="list-style-type: none"> • Business Overviews • Your Internet Presence |



Branding Your Internet Identity (cont'd)

| | |
|------------------------|---|
| Description | 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 helps learners to determine to what extent they should launch an online presence, and provides guidelines on gaining visibility for your organization on the Internet. |
| Target Audience | Professionals who want to create and promote an online marketing strategy |
| Duration | 6-8 hours of learner-directed eLearning activities |
| Prerequisites | None |
| Media | Internet |

| Course | Description | Objectives | Topics |
|----------------------------|--|---|---|
| Develop an Online Identity | This course helps learners to develop their own online corporate identity, by building recognition and overcoming the various limitations that are associated with the Internet. | Build recognition of your company identity on the Internet, recognize domain name issues that can confuse your online identity, and register the correct domain names to protect your identity. | <ul style="list-style-type: none"> • Corporate Identity Guidelines • Domain Name Issues • Registering Domain Names |
| Form Strategic Alliances | This course defines the characteristics of reciprocal links and shows learners how to recognize why strategic alliances sometimes fail. It also helps them to understand the guidelines involved in creating a strategic alliance. | Identify the advantages and disadvantages of reciprocal links, recognize why some strategic alliances fail to deliver real results, and create a successful strategic alliance. | <ul style="list-style-type: none"> • Reciprocal Links • Why Some Alliances Fail • Creating Alliances |

Scoping Your Internet Project (MRK0012)

| | |
|------------------------|---|
| Description | 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 terms of budget and staff to maintain a respectable Web presence. This module provides pointers on creating a budget and selecting the right Web team. Course participants will also learn how to research ethical data and to use statistics to help with eMarketing efforts. |
| Target Audience | Professionals who want to create and promote an online marketing strategy |
| Duration | 6-8 hours of learner-directed eLearning activities |
| Prerequisites | None |
| Media | Internet |

| Course | Description | Objectives | Topics |
|-----------------------------|--|---|---|
| Evaluate Statistics | This course shows learners how statistics can be used most effectively in eMarketing. Several guidelines also help to further simplify the process by providing a solid framework for reviewing statistics. | Explain how statistics can be used in eMarketing, and follow important guidelines when reviewing Internet statistics. | <ul style="list-style-type: none"> • Internet Statistics Overview • Reviewing Statistics |
| Research Accurate Data | This course helps learners to recognize the challenges associated with online research, and how to effectively research accurate, ethical, and useful data through searches and surveys on the Internet. | Use research ethically, identify online resources that can provide useful information, search effectively for information on the Internet, and recognize the main drawbacks of conducting e-mail surveys. | <ul style="list-style-type: none"> • Research Guidelines • Online Resources • Searching for Answers • Conducting E-mail Surveys |
| Select Your Web Team | This course demonstrates how to select and work effectively with the right people to create and maintain a Web presence. | Choose the right mix for your eMarketing task force, identify areas to consider when evaluating ISPs and Web hosting providers, and identify five guidelines for hiring outside vendors. | <ul style="list-style-type: none"> • eMarketing Task Force • Meeting your Technical Needs • Hiring Guidelines |
| Create an eMarketing Budget | While the Internet is renowned for being cost-effective, it is still important to budget for the activities associated with bringing the organization online. This course teaches learners how to create a comprehensive budget. | Recognize the importance of creating an eMarketing budget, and identify the components of an acceptable and comprehensive eMarketing budget. | <ul style="list-style-type: none"> • Why Budget? • Creating Budgets |

For more information

call (917) 210 8173 (US & Canada)

call +353 (0) 61 720 000 (International)

e-mail info@primelearning.com

visit www.PrimeLearning.com

Ireland

Headquarters

PrimeLearning Group Ltd

Park House, Plassey Park Road

National Technological Park

Limerick

Tel: +353 (0) 61 720 000

Fax: +353 (0) 61 720 001

United States

PrimeLearning Group Ltd

410 Park Avenue

15th Floor

New York

NY 10022

Tel: (917) 210 8173

Fax: (917) 210 8182

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