



DIPLOMA IN INTERNET MARKETING & ONLINE PR (Dip. Internet Mkt. & Online PR.)

With Google Adwords, SEO, Social Media and E- Commerce modules

Please find enclosed the details you requested reference the above course. The next course starts on **February 27th 2012.**

- Fitzwilliam Institute is part of an established group of companies training over **3,000 people each year** and benefiting from **25 years experience** in the training area.
- The Diploma in Internet Marketing & Online PR is the only **practical course** of its type in Ireland. The course is 10 weeks in duration and runs in The Capel Building, Dublin 1, from 6.30pm to 9.00pm.
- We offer practical case-study based training delivered by **Industry Professionals**. This hands-on approach is part of our training ethos.
- Course materials are provided at the beginning of the programme and these include an extensive course reference **CD Rom**, membership details for the course notes area of our **website** and a full course schedule with trainer biographies and notes in **hard copy format**.
- Fitzwilliam Institute maintains a panel of **qualified** and **motivated trainers** with practical experience from the industry who work as a team mentoring each student.
- The Diploma is accredited by the **Association of Advertisers in Ireland**. AAI is an independent organisation offering certification worldwide.
- Each course is made up of approximately 40 ninety minute sessions over **20 evenings**, spanning three months.
- The course will be run in the Capel Building, Mary's Abbey, Dublin 1.
- The fee for the course is €1,345 plus €50 accreditation fee. Fees may be paid by Cheque, Bank Draft, Credit Card, Laser Card, Bank Transfer or online at [payments page](#) through PayPal which is a safe, fast and secure method of payment.

If you wish to enrol on this course please visit our website www.fitzwilliaminstitute.ie alternatively you can telephone us on **+353 1 283 4579** or email info@fitzwilliaminstitute.ie with any additional queries you may have.

Yours sincerely,

Noel Murphy
Director

The Fitzwilliam Institute Ltd. closes on Bank Holidays and for a number of days at Christmas and New Year. The Fitzwilliam Institute Ltd. reserves the right to postpone, cancel or alter courses without notice or to change any of the details in this web page. Fees are not refundable unless the course is cancelled by the Fitzwilliam Institute Ltd.

BROCHURE

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INTRODUCTION

Online Marketing has emerged as a Powerful Tool in the Management of the Web, E-mail, Interactive TV and Wireless Media areas. Search Engine Advertising and Optimisation are the Mechanisms employed to Promote, Publicise and Profile.

The Landscape of Marketing and Public Relations have changed dramatically in the face of this exciting medium.

This Practical Course also contains a substantial Advertising and E-Commerce modules which will enable participants to develop the skills to manage their business challenges digitally. The Association of Advertisers in Ireland accredits the course.

COURSE CONTENT

MARKETING

Introduction: Introduction to Marketing and the Marketing Concept; Barriers to Marketing Implementation; The Marketing Environment - Political, Economic, Social and Technical Factors; The Market Information System; The Market Research Process - Collecting and Analysing Data; Reporting the Findings.

Marketing Management: Marketing Management and Planning; Organisation and Management of the Marketing Department; Corporate Planning; SWOT Analysis, Competitor Assessment and Business Strategy; Product Portfolio Planning - Models and Management; Developing a Marketing Plan - Implementation and Control; Market Segmentation, Targeting and Positioning.

ONLINE MARKETING

Search Engine Optimisation (SEO): The Content Factor, Search Engine Algorithms, Impart, Spamming, Online Advertising, Keyword Strategy, Link Relevancy, Ranking by Ethical Means. Practical Exercise - BMW Case Study.

Search Engine Link Management: White Hat Optimisation, Link Exchange, Web Directories, Long Term Online Planning, Web Analytics, Web Page Tagging, Server Log File Interpretation, Building Quality Links, Link Farms and Link Exchanges, Site Maps.

Analysing the Web: Hits, Page View Analytics, Recording Visitor Statistics, Time of Visit, Keyword Phrase Used, IP Address Information, Arrival and Exit Pages, Logfile versus Page Tagging, Click Tracks and Google Analytics, Benefits of Web Analytics.

The Google Factor: Google Adwords features; Adwords Policies; Google Adwords Distribution; Google Adwords Pricing and Ranking; Position Performance; Google Account Creation and Navigation; Google Keyword Matching; Google Location Targeting; Google Text Ad Creation; Google Reports, Analytics and Conversion Tracking

Authority Sites: Definition, Authority Site Formula, Visitor Optimisation, Contact Optimisation, Creative Marketing, Anatomy of an Authority Site, General Domains, Sub Domains, Creating an Effective Authority Site, RSS Feeds, Interactivity Onsite, Consistency, Points to Blog.

Keyword Management: Key - Genetic Modifiers, Location, Price, Types, Industry Specific, Keyword Tools. Keyword Phrase Research, Keyword Buying Phrases, Focused Product Related Pages, The Tier System and Keyword Evolution, Choosing Keyword Density, Effective Keywords, and Regionalisation of Keywords.

Factors Influencing Optimisation: Domain Name Selection, Inbound Linking and the Anchor Text Factor, Landing Page Optimisation, Spiders, Crawlers and Robots, Principals of Attracting Robots,

Maximising your Title Tag, Head and Meta Tag Content, Opening Paragraphs, Use of Formatting Tags to Attract Robots, Posting your Site to Search Engines, Reposting After Changes.

Promoting your Website: RSS Feeds, Public Relations Writing, Articles and Press Releases, Web Public Relations Campaign Management, Articles and Print Media, Press Release Writing, Successful Article Writing, Effective Press Releases, Media Outlets, Outsourcing, Dealing with Distribution Companies, Frequency of Press Releases and RSS Feeds.

Writing For the Web: Creative Writing for the Web, Writing for your Client, Relevant Content - Importance of, Simple versus Complex Messages, Keeping a Natural Flow to your Content, Optimising Content, Keyword Management, When to use Key Words, Ratio of Prose to Keywords, Importance of Homepage Content, Images and Art Text, Importance of Spell Checking, Using a Copywriter.

PUBLIC RELATIONS

PR Defined; Its Role within the Promotional Mix; PR Techniques and Methodologies - Press Relations, Public Affairs, Lobbying, Press Releases, Broadcasting, Photography, Literature and Printing; Crisis Management, Contingency Planning and Corporate Image; PR Planning - Setting Objectives, Budgets, Proposals; Fundamentals of Sponsorship; Types of Sponsorship - Sports, Cultural, Education and Charity; The Sponsorship Management Programme - Objectives, Selection, Budget, Agency and Event Management; Measurement of Effectiveness.

ONLINE PUBLIC RELATIONS

The Social Media Landscape

Blogs, Microblogs, Chatrooms, Delicious, Email, Flickr, Twitter, Instant messaging, Message Boards, Mobile Internet, New Media Releases, Online Conferencing, Online Surveys, Pay per click, Podcasts, RSS, Search Engines, SEO, Social Networking Service Sites, Video Sharing, Virtual worlds, VoIP, Wiki and Widgets.

The Internet as a Media

Commercial Implications of the Internet, Social Interaction with the Internet, Web 2.0 and its Implications, Internet Convergence, the Network Effect, Internet Information Exchange, Internet Audience Size and Exposure, Internet Culture and Communication, Transparency and the Internet.

Online PR building blocks

Online Communications Platforms, Online Communication Channels, Online Communication Mediums, Interactivity and Application of Communication Channels, Policy, Optimisation, Monitoring and Evaluation of Online Communications Channels, Online Communications Channels Planning and Implementation.

Social Media and PR strategy

Local versus Global Communication, Landscaping Platforms, Channels and context, Online PR Organisational Analysis and Segmentation, Developing Online PR Strategies, Online PR Tactics and SEO considerations, Online PR Planning, Managing Online PR Risk and Opportunities.

Online Influences on Present PR Practices

Internet influence on News, Internet Journalists, Economics of Online News Production, Internet Critics and other influences, the PR Practitioner as an Online Publisher, Ethical Internet PR, Truthfulness and Duty of Care, Online Ethics, Debate, Guidelines and Best Practice.

Monitoring and Evaluation of Social Media Discourse, Trends and Value. Policy Influences, corporate speak. Implications of Social Media for Corporate Social Responsibility.

Google Adword Management

Google Adwords

Google AdWords and Online Advertising: The Basics, Tour of Google AdWords Environment, Creating and Managing a Google AdWords Account, Building an Google AdWords Campaign, Keyword research and tools, Creating compelling Google Adwords adverts, Managing a Google Adwords Campaign, Tracking Google Adwords advert performance, Google Analytics, Split Testing, Website performance optimisation, Managing Multiple Accounts.

Google AdSense

Introduction to Google AdSense, Setting up an account, Building a content-rich website, Designing a content advert, AdSense for Search, AdSense options, Tracking AdSense performance,

AdSense Reports.

Search Engine Optimisation

Introduction to Search Engine Optimization: How people search the web, Determining your objectives and defining your site audience, Planning your SEO campaign, Keyword Generation, Adding Content and Meta Tags, Link Building, Developing an SEO Friendly Website, Optimizing your site for Major Search Engines, Submitting your website URL to, Search Engines, Local Business Listings, Pay Per Click and Google AdWords, Measuring your results – Web Metrics, Things to that might adversely affect your SEO, Working with SEO Plug-Ins

Social Media

Introduction to Social Media and Social Networking, How Social Media is transforming the way we do Business, Facebook, Twitter, YouTube, Bebo and MySpace, LinkedIn, Flickr and Picasa, Blogs and Blogger, MeetUp and Ning, Second Life, Social Bookmarking – Delicious, Digg and StumbleUpon, Running a Social Media Marketing Campaign, Measuring the Success of Social Media Marketing, *Social Media Marketing - Case Studies*

ADVERTISING

Strategic

Introduction to Advertising; Representative Bodies; Codes of Practice; Relationship between Advertising, Advertisers, Media and PR; Advertising Agency - Structure, Appointment, Remuneration and Evaluation; Strategic Development and the Creative Process.

Creative

Creativity in Advertising; The Creative Process - Themes, Rational and Emotional Motives to Purchase; Integration of Direct Marketing Concepts into Creative Strategy; Testing Creative Effectiveness; Campaign Creation and Development - Key Procedures, Considerations and Methodologies; Exploring Opportunities for Integration with other Communication Techniques - Sponsorship, PR, Sales Promotion, Direct Marketing and E-Commerce.

Media

Media Planning Process - Media Options, Identification and Critical Analysis; Budgeting for Media Choice and Scheduling; The Role of Media in the Advertising and Promotional Mix; The Media Buying Department - Form and Function; Media Classes and Vehicles, Structure, Characteristics, Planning, Evaluation and Scheduling; The Media as Relationship Builders - Growth and Effect; Introduction to the New Media - Internet, Interactive TV and Electronic Multimedia.

Campaign Management

Formulating Strategic Advertising Campaigns to support Branding, Segmentation and Positioning Strategies; Campaign Research and Evaluation of Effectiveness - Pre and Post Testing Techniques; Understanding Consumer Behaviour and Market Research in Advertising Composition; Integrated Marketing Communications - Definition, Key Features and Benefits.

E-COMMERCE - Website Creation

The Business of E-Commerce; Website Creation and Design; Macromedia Dreamweaver - Page Creation and Preview; Formatting and Layout; Images; Tables and Frames; Setting up Links and URL's; Libraries, Templates, Forms, Behaviours and Timelines; Publishing and Site Management; Script Development; HTML Development; Formatting, Links, Frames and Tables; Images and Animation; Usability - Design and Layout Guidelines; Site Uploading - File Transfer Protocol.

PROJECT

The course project is an important part of the course. Groups are formed and each group is given the same project brief. The groups are then asked to present their recommendations to the examiners towards the end of the programme. This gives participants the opportunity to use the knowledge they have obtained during the course in a focused way and develops teamwork skills.

DISCLAIMER

Every effort is made to ensure accuracy; however responsibility is disclaimed for any error or omission in this brochure.

Frequently Asked Questions

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Course Specifics

For how long does the course run?

10 weeks, 2 evenings a week from 6.30pm - 9.00pm

What is the course fee?

€1395

Where is the course held?

The course is held in The Capel Building, Mary's Abbey, Dublin 1.

How many students are on each course?

Max. 35 in each class

How many hours outside of class will I need to study?

This depends on each individual. There is no 'homework' as such other than preparing a project presentation.

Is this a fully comprehensive and fully inclusive course?

Yes. This Practical Course is designed to enable participants to develop the skills to manage their Marketing Challenges Digitally. It offers practical and specific case study based modules that can be applied in real world situations.

Will this course provide me with the skills to take on and create my own website?

Yes. The course project is aimed at providing you with the confidence and ability to optimise your own website. The course guides you through all of the stages of building an optimal site to enable successful search engine marketing and producing a search engine friendly website.

Will this course help me get into the industry and build a network of contacts?

Yes. As the course is accredited by the industry and all our trainers are themselves industry professionals, this provides you with direct access and resources within the industry.

Will I have contact with industry professionals from specialised areas?

Yes. While all our trainers are Industry Professionals with many years experience, we also have a number of guest speakers from specific areas to speak on the course.

Am I required to purchase any materials or books for this course?

No. The course includes comprehensive notes, a course CD Rom as well as a student area of the website from which notes and documents can be downloaded.

Application Process

How do I apply for a course / what is the application process?

The application procedure for the course is one of consultation. We simply ask you to contact us on (01) 283 4579 or e-mail us at info@fitzwilliaminstitute.ie and ask to be booked in for a consultation; we will then arrange a time convenient for you.

Do I need any previous experience or qualifications to join this course?

We do not request any previous experience or qualifications. In order to join, you are requested to complete a consultation to assess if the course is right for you.

Do I need to send you anything?

You are requested to bring a copy of your CV with you to consultation.

When are the consultations held?

Telephone consultations take place all day on Wednesdays AND face to face consultations on Wednesday evenings in Buswells Hotel, in the city centre.

What do the consultations entail?

The consultation is a chance for you to speak with a Fitzwilliam Institute representative, for them to run through the course structure and content with you and answer any questions you may have. The consultation should last between 10 to 15 minutes and no preparation is required.

Following a consultation, how long must I wait to find out whether I will be accepted on the course?

If you are successful at consultation, you will receive an offer letter from Fitzwilliam Institute within a week of consultation, giving you instructions on how to proceed.

When is the deadline to apply for a course?

As our courses are filled on a first-come-first-serve basis, there is no deadline by which one must apply however as the courses fill up quickly, we do recommend attending a consultation as early as possible in order to secure your place on that course and to avoid disappointment.

Course Assessment & Accreditation

Is this course accredited?

Yes. This course is accredited by the Association of Advertisers in Ireland (AAI).

Is it internationally recognised?

Yes. It is both industry accredited and recognised internationally.

How are we assessed?

Through a final written exam and your project presentation.

How are the diplomas awarded in terms of grades?

Successful candidates qualify for the Diploma in Internet Marketing & Online PR (Dip. Internet Mkt. & Online PR.) The Diploma is awarded at Distinction, Credit or Pass level.

Method of Training

Method of Training/ How do we differ from others?

The method we use is one of Practical Skills. A combination of Case studies, interactive group sessions, presentations, and Questions and Answers, allows participants to gain invaluable experience of working from briefs, in real-life situations which will prepare them for their future in the industry.

Who delivers the training/ classes?

The Fitzwilliam Institute maintains a panel of qualified and motivated industry professionals, who work as a team of trainers monitoring each student's progress.

Who is the course aimed at/ will it suit my needs?

Anyone working in the general business sector in a senior or support role which is likely to require Marketing Skills. The course would also benefit anyone who plans to pursue a career in Online Marketing and Online PR.

How quickly can I obtain my Diploma?

On successful completion of this course, a Diploma will be issued by the Association of Advertisers in Ireland (AAI) and awarded to you at graduation.

Why would you recommend me to do this course above any other?

Fitzwilliam Institute is part of an established group of companies training over **3,000** people each year benefiting from over 25 years experience in the training arena.

The approach we use is one of practical skills based training, delivered by people from the industry for the industry. Our courses are recognised internationally and accredited by the industry.

The course you are embarking upon was written by industry professional; the subject experts also have a wealth of industry experience. The Institutional recognition of the course is a major factor also.