

## e-Marketing eXcellence - Online Tutorials/Chunks

eMarketing eXcellence – The Heart of eBusiness.

<p><b>Introduction to eMarketing</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• The Weird Wired World</li> <li>• eCommerce, eBusiness &amp; eMarketing</li> <li>• Sloppy eMarketing</li> <li>• eMarketing Benefits: 5's</li> <li>• Benefit: Sell</li> <li>• Benefit: Serve</li> <li>• Benefit: Speak</li> <li>• Benefit: Save</li> <li>• Benefit: Sizzle</li> </ul>		<p><b>ReMix</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• The Marketing Mix</li> <li>• Beyond the Mix</li> <li>• Product</li> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> <li>• People</li> <li>• Processes</li> <li>• Physical Evidence</li> </ul>		<p><b>eModels</b></p> <ul style="list-style-type: none"> <li>• New Models Required</li> <li>• Value Chains &amp; Networks</li> <li>• Production Models</li> <li>• eProcurement Models</li> <li>• Distribution Models</li> <li>• Communications Models</li> <li>• Customer Buying Models</li> <li>• Information Processing Models</li> <li>• Loyalty Models</li> </ul>	
<p><b>eCustomers</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Motivations</li> <li>• Expectations</li> <li>• Fears and Phobias</li> <li>• The Online Buying Process</li> <li>• Online Information Processing</li> <li>• Online Relationships &amp; Loyalty</li> <li>• Communities</li> <li>• Customer Profiles</li> <li>• Research</li> <li>• Post-PC Customer</li> </ul>	<p><b>eTools</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Interactive TV</li> <li>• Interactive Radio</li> <li>• Mobile Devices</li> <li>• Interactive Kiosks</li> <li>• CD Cards</li> <li>• Miscellaneous Tools</li> <li>• Re-purposing</li> <li>• eTool Convergence</li> <li>• Integrated Campaigns</li> </ul>	<p><b>Web Site Design</b></p> <ul style="list-style-type: none"> <li>• Web Site Design Objectives</li> <li>• Integrated Design</li> <li>• Value Proposition</li> <li>• Customer Orientation</li> <li>• Personalisation</li> <li>• Aesthetics</li> <li>• Page Design</li> <li>• Copywriting</li> <li>• Navigation &amp; Structure</li> <li>• Interaction</li> </ul>	<p><b>Web Site Traffic</b></p> <ul style="list-style-type: none"> <li>• Traffic Generation</li> <li>• Search Engines</li> <li>• Portals</li> <li>• Links</li> <li>• Banner Ads</li> <li>• Opt-in Email</li> <li>• Viral Marketing</li> <li>• Offline Promotion</li> <li>• Control</li> <li>• Traffic Plans</li> </ul>		
<p><b>eCRM</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Relationship Marketing</li> <li>• Database Marketing</li> <li>• eCRM</li> <li>• Profiling</li> <li>• Personalisation</li> <li>• Incoming Emails</li> <li>• Cleaning the Database</li> <li>• Making it happen</li> <li>• Control Issues</li> </ul>		<p><b>eBusiness</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• eBusiness Architecture</li> <li>• eBusiness Framework</li> <li>• Buy-Side Applications</li> <li>• Inside Applications</li> <li>• Sell-Side Applications</li> <li>• Becoming an eBusiness</li> <li>• eBusiness Security</li> <li>• eBusiness Success Criteria</li> <li>• Why Do Dot Coms Bomb?</li> </ul>		<p><b>ePlan</b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Situation Analysis</li> <li>• Objectives</li> <li>• Strategy</li> <li>• Tactics: the details of strategy</li> <li>• Actions: implementing the tactics</li> <li>• Control: measure and review what we did</li> <li>• Resources</li> </ul>	

10 courses. Each course, 10 (5 minute) tutorials (on average). All delivered on 1 x CD.

Please note this content covers the topics in the Chartered Institute of Marketing's Professional Award in eMarketing