



Information pack

This document details the Internet Marketing course presented by GetSmarter and the University of Cape Town.



The University of Cape Town's Management Studies Department, in conjunction with GetSmarter, a specialist online training company, is pleased to offer the **UCT Internet Marketing course**. This course meets the high and exacting standards of the University of Cape Town.

Need for the course:

With over 5 million active internet users in South Africa, the internet provides marketers with an exciting way of reaching their consumers. Internet marketing (also known as eMarketing or online marketing) is relatively new and is in a state of constant change. Marketers schooled in traditional marketing methods will benefit from an educational program designed to assist them in understanding the internet marketing space and how to market their products and services effectively online.

About GetSmarter:

GetSmarter is a specialist online training company that works together with top universities and industry experts to present professional short courses throughout South Africa.

About the course:

This highly practical 10-week course provides students with the skills and confidence to implement their own internet marketing tactics and strategies.

Who should attend:

The course is suitable for anyone who wants to acquire internet marketing skills.

More specifically, it is beneficial for marketing professionals in small, medium and large businesses and for small-business owners and entrepreneurs. Anyone involved in the marketing function will benefit from an understanding of internet marketing concepts and how they relate to promoting their organisations. Specialist eMarketing professionals will also benefit from a broad education on internet marketing.

Course modules:

The following modules are covered during the course:

- Module 1: Introduction to internet marketing
- Module 2: Website design and development
- Module 3: Online copywriting and web PR
- Module 4: Email marketing
- Module 5: Online advertising
- Module 6: Search engine optimisation
- Module 7: Social media and viral marketing
- Module 8: Web analytics and conversion optimisation
- Module 9: Mobile marketing
- Module 10: Internet marketing strategy

*See Appendix A for a detailed overview of each module.

Entry requirements:

Students must have a current email account, must have access to a computer, and must be able to read documents in Adobe PDF, create documents in Microsoft Word and access the internet. A matric certificate is recommended, but is not required.

Course delivery:

The course is conducted online through the **GetSmarter Learning** website. (<http://www.getsmarter.co.za/learning>)

Each module is divided into the following components:

- Course notes
- Video lectures
- Discussion forum
- Online multiple-choice quiz
- Module assignment
- Further reading and references

For the duration of the 10-week course, a new module is released to the student group each Monday. Students complete each week's module by working through all of the components listed above. Proactive support is provided to all students by the Course Convener, Alex Trengove Jones, and the Course Coordinator, Arlene Lanser.

Award of the certificate:

Certificates can only be awarded to those students who obtain a combined final mark of at least 50% for the assignments. Successful students will receive the University of Cape Town's Internet Marketing certificate.

Course dates:

Registrations close: 10 September 2010
Course starts: 20 September 2010

Payment details:

Course fee: R5,400 (excl. VAT)
Payment deadline: 10 September 2010

A 10% discount is offered to groups of 3 or more when arranged with GetSmarter staff.

How to register:

Four-step registration process

1. Visit www.getsmarter.co.za.
2. Click "Internet Marketing" on the left menu and then click "Register Now".
3. Complete the online registration form.
4. You will receive confirmation of registration by email and SMS within 24 hours.

Payment details:

The following payment options are available:

- 1. Once-off payment**
R6,156 on registration or by 20 August 2010
- 2. Two-month payment plan**
R3,250 on registration or by 10 September 2010
R3,250 by 31 October 2010

GetSmarter accepts payments by direct deposit, electronic funds transfer (EFT) and credit card (Mastercard and Visa). Students opting to pay by credit card will be contacted by phone to obtain their credit card details. Students opting to pay by direct deposit and EFT are required to use their name and surname as a reference.

Non-South African students should contact GetSmarter for payment details.

Banking details:

Account name: GetSmarter
Bank: Standard Bank
Branch: Claremont
Branch code: 025109
Account number: 07 251 0684
SWIFT Code: SBZAZAJJ

Contact details:

Should you have any queries, please contact Claire at GetSmarter:

Contact: Claire
Tel: 021 685 4775
Fax: 021 685 4883
Email: claire@getsmarter.co.za

Appendix A

The table below provides a detailed description of each of the 10 modules covered in the course.

Please note: Each module focuses on a specific internet marketing tool, except for modules 1 and 10 which are an introductory and summary.

All student will build their own website using an easy-to-use web developing tool (no technical knowledge is required). Each week, students will learn to use a new online marketing tool and will apply their new skills in a practical assignment.

Module 1: Introduction to internet marketing
This introductory module outlines the basics of internet marketing. It will explore the history of internet marketing, explain how the various internet marketing tactics covered in the course fit together and show how they fit into a more traditional understanding of the marketing function.
Module 2: Website design and development
An easy-to-use, well designed website is the starting point for any effective internet marketing initiative. This module deals with turning a website into an effective foundation for holistic internet marketing. Each student will create a three page website, with a custom web address, using a step-by-step online tool (no technical knowledge required). This will be the platform for further practical assignments in future modules.
Module 3: Online copywriting and web PR
Online copy includes everything from the text on a home page to short online advertisements and the content in an email newsletter. This module deals with writing effective online copy. Students will test their skills in online copywriting through practical exercises as well as by writing the content for their website. It also deals with the changing world of web PR, highlighting the differences between traditional and web PR and how best to connect and engage with customers online.
Module 4: Email marketing
Email marketing is one of the oldest and most effective forms of internet marketing. This module deals with the execution of a successful email marketing campaign, how email marketing fits into an overall CRM strategy and the benefits and challenges of email marketing today. Students will create their own email campaigns, promoting their products and services on their website.
Module 5: Online advertising
There are many ways of advertising on the internet. This multitude of options presents the marketer with a challenge in deciding how to use online advertising to increase sales and

brand awareness.

This module deals with the most popular and effective forms of online advertising – how they work, some of the popular tools to manage online advertising and the advantages and disadvantages associated with its use.

The module explains the principles of pay-per-click (PPC) advertising and how to plan and set up a PPC campaign. It will present the pros and cons of PPC and highlight some of the challenges marketers will face. Students will learn how to create and execute a PPC campaign on Facebook.

Module 6: Search engine optimisation

This module covers search engine optimisation (SEO) in its entirety, highlighting the importance of search to a marketer and introducing the concepts of keyword research and the value of search engines. Students will revisit the foundations of search-friendly website structures while exploring the principles of well-researched key phrases and the optimisation of content around them. It will introduce the key concepts around links and their importance, examine some emerging trends and outline what not to do when optimising your site. Students will learn how to optimise their own website for search engines, use research tools for keyword analysis and explore the complexities of SEO as well as the long term benefits of mastering this online skill.

Module 7: Social media and viral marketing

Along with the explosion of social networks like Facebook and Twitter, the phrase “social media” has become a marketing phenomenon. What it is and how it is used effectively is still a mystery to many marketers.

This module will introduce the concept of social media, outlining how it works and giving insight into the various ways of using social media. The rules of engagement and benefits of social media are highlighted. This module will also explore the evolution of viral marketing, what it is and why it is important to the overall marketing strategy. Students will create and implement their own viral campaign using social media applications.

Module 8: Web analytics and conversion optimisation

Testing, analysing and optimising any marketing campaign is crucial to its success. This module explains why measurability is so important and examines the key concepts of goals, events and key performance indicators (KPI). It looks at common methods for tracking and collecting data as well as a variety of testing strategies. Students will learn how to analyse data using key web analytics tools and how this data can lead to key marketing decisions.

Module 9: Mobile marketing

With half of the world’s population now connected with cellphones, an understanding of the cellphone as a marketing platform is crucial for all marketers. This module deals with effective mobile marketing, with a specific focus on cellphone use in Africa and how this medium is changing landscape of marketing and communication. Students will learn how to



integrate mobile techniques into their overall marketing strategies.

Module 10: Internet marketing strategy

The first step of any successful internet marketing campaign is to develop a comprehensive strategy. This module deals with the development of an internet marketing strategy, with a focus on tying together all the tactics described in this course into a holistic plan for success.

We hope to welcome you to the course!