

<b>Course Information</b>			
Course Title	<b>Internet Marketing: An Introduction</b>		
Course Code	DIM002		
Syllabus Overview	By the end of this course the student will gain a sound understanding of the fundamentals of Internet Marketing and have obtained an introduction to strategy development.		
<b>Syllabus</b>			
1. Introducing Internet Marketing 2. The Internet micro-environment 3. The Internet macro-environment 4. Internet Marketing Strategy 5. The Internet and the Marketing Mix 6. Relationship marketing using the Internet			
<b>Other Course Information</b>			
Suitable For	All persons interested in Internet Marketing		
Academic level	Certificate		
Number of Modules	1		
Total number of credits	5		
Number of credits needed to obtain certificate	5		
Number of credits required for Advanced Certificate	30		
Number of credits required for Diploma	60		
Commencement	Within 30 days of registration (subject to course material availability).		
Duration	Slow Track	Part-Time (Standard)	Full Time
	12 weeks	6 weeks	3 weeks
Preparation, Study, Revision Hours Suggested per week	Slow Track	Part-Time (Standard)	Full Time
	7.5	15	30
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	5	10	20
Requirements (Academic)	Good command of English		
Requirements (Other)	None		
Award Type	Certificate		
Award System / Assessment Methods	Topic Assignments		
Open Scope Assignments	Option Available		
Open Scope Research Projects	Option Available		
Course Fees	€300		
Textbooks and Learning Materials included in course fees	Yes		
Other Expenses	None		
Examination Certificate	Option Available		
Notes about the course	Prerequisite for DIM003		