

Course Information			
Course Title		E-mail Marketing	
Course Code		DIM008	
Syllabus Overview		By the end of this course the student will know how to create and deploy an email campaign.	
Syllabus			
1. History and Understanding of email marketing	5. Grow your email list	9. The subject line	
2. Introduction to e-mail marketing	6. Designing an effective e-mail campaign	10. When to email	
3. Spam	7. Target and Segment your audience	11. The future of email	
4. Opt-in and Opt-out	8. Writing and effective email		
Other Course Information			
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. Completed DIM004.	
Requirements (Other)		Required: Any text editor such as NotePad. Optional: Any HTML Editor such as CoffeeCup or Dreamweaver. Bulk Email system such as OEMPro (www.octeth.com/oempro/).	
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		Optional: HTML Editor such as CoffeeCup or Dreamweaver. Bulk Email system such as OEMPro.	
Examination Certificate		Option Available	
Notes about the course		None	