

Course Information			
Course Title		Affiliate Marketing	
Course Code		DIM011	
Syllabus Overview		By the end of this course the student will a solid understanding of affiliate marketing both as an affiliate and/or as an affiliate manager.	
Syllabus			
1. Affiliate Selling	5. With or without a website	9. Picking products	
2. Types of Programs	6. Building a virtual store front	10. Increasing visitors and selling more	
3. Site Strategy	7. Adding links to your site	11. Affiliate Merchants	
4. Joining the right program(s)	8. Planning your implementation		
Other Course Information			
Suitable For		All persons interested in Internet Marketing and Affiliate Management.	
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
	3.75	7.5	15
Coursework hours suggested per week (standard track)	Slow Track	Part-Time (Standard)	Full Time
	2.5	5	10
Requirements (Academic)		Good command of English. Completed DIM004, DIM006, DIM007.	
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		None	